Seshadri Rao Gudlavalleru Engineering College (SRGEC):

Seshadri Rao Gudlavalleru Engineering College was established in the year 1998 by M/s. A.A.N.M. & V.V.R.S.R. Educational Society, Gudlavalleru. The College is situated in Gudlavalleru and is surrounded by lush green fields with serene environment. The college offers B.Tech. Programmes in nine branches of Engineering, viz., Civil, Electrical and Electronics, Mechanical, Electronics and Communication, Computer Science, Information Technology, Artificial Intelligence & Data Science, Internet of Things, and Artificial Intelligence and Machine Learning and PG courses in Master of Business Administration, M.Tech. (SE), M.Tech. (PEED), M.Tech. (MD), M.Tech. (VLSI Design & ES), and M.Tech. (CSE(AI&ML)),. The college is permanently affiliated to JNTUK, Kakinada. All the eligible branches of engineering are accredited by NBA, New Delhi. The college is accredited by NAAC with 'A+' Grade.

The Department

The Department of Business and Management Studies was established in the year 2006 and is offering two year Post Graduate programme with an intake of 60. The department has qualified and experienced faculty and well-equipped Library and Lab. The Department is marching forward by keeping pace with the emerging challenges in Management.

About Student Development Programme:

🌐 In today's data-driven era, where information is abundant and data is the currency of innovation, this workshop equips students with essential skills to extract actionable insights from raw data.

🚀 Dive into the dynamic landscape of business analytics using Power BI and R Software – two powerhouse tools that empower users to visualize data, conduct advanced analytics, and manipulate information for strategic decision-making.

🔍 Gain hands-on experience in transforming data into compelling narratives and strategic solutions. In a world where proficiency in Business Analytics is a crucial asset, this program opens the gateway to a future where data becomes a strategic advantage.

☑ Embark on a transformative learning journey by mastering in Power BI and R Software – the tools that unlock the potential of data and shape the future of business decision-making.

Objective of the Programme:

- To provide an overview of basic concepts related to business analytics using Power BI, R Software, MySQL.

Expected Outcome of the Course:

- Ability to apply statistical techniques in business decisions.

Resource Person:

Mr. M. Suresh Kumar
Founder & Director
MSK DATALABS.AI, Vijayawada.

Organizing Committee:

Dr. Madhavi Sripathi, *Assoc. Prof. & Mentor.*

Dr. Y. V. Naga Kumari, *Asst. Prof.*

Ms. K. Susmitha, *Asst. Prof.*

Mr. M. Vinod, *Asst. Prof.*

Dr. T. S. Leelavathi, *Asst. Prof. & Assoc. Mentor.*

Dr. K. Prudhvi Raj, *Asst. Prof.*

Dr. P. V. M. Raju, *Asst. Prof.*

Registration Link:

https://forms.office.com/r/RYTDWWDvTr

Day wise Plan

Day 1:
- Data Analysis Using Excel.
- Advanced Excel Formulae.
- Case Study: Drafting Business questions and Insights generation.

Day 2:
- Data Analysis using SQL (Use cases).
- Operators and Data Types in SQL.
- JOINs in SQL (Self Join, Inner Join, Outer Join).

Day 3:
- Data Visualization - Power BI.
- Importing & Transforming Data.
- Case Study: Data Cleaning and Dashboard Creation.

Day 4:
- DAX Syntax & Other Measures.
- Logic Functions & Operators.
- Datasets and Dashboards on Power BI Service.

Day 5:
- Data Preparation and executing Statistical Models using R.
  - Linear Regression
  - Logistic Regression
  - Cluster Analysis
- Key Strategic (Real Time) use cases (Advanced Business Analytics).
  - Market Basket Analysis
  - Market Mix Model
  - Ad Stock Model

Chief Patrons:
Dr. Nageswara Rao Vallurupalli
-Chairman.
Sri. Srinivasa Rao Musunuri
-Co-Chairman.
Er. Satyanarayana Rao Vallurupalli
-Secretary & Correspondent.

Sri. Ramakrishna Vallurupalli
-Co-Secretary & Correspondent.

Patron:
Dr. B. Karuna Kumar
-Principal.

Co-Patrons:
Dr. P. Kodanda Rama Rao
-Vice-Principal, Administration.
Dr. M. R. Ch. Sastry
-Vice-Principal, Academics.

Advisors:
Dr. P. Ravindra Babu
-Advisor to the Management.

Dr. G. V. S. N. R. V. Prasad
-Director (PGCRD).

Dr. M. Kama Raju
-Director (AS&A).

Convenor:
Dr. G. Kamal
-Head of the Department.
Coordinator:
Dr. Hemanth Kumar T
-Asst. Professor.

A Five Day
Student Development Programme

on

Business Analytics – Power BI and R Software

Academic Year

2023-24

6th Jan – 11th Jan 2024

Organized by

DEPARTMENT OF BUSINESS AND MANAGEMENT STUDIES

SESHADRI RAO GUDLAVALLERU ENGINEERING COLLEGE

(An Autonomous Institute Affiliated to JNTUK, Kakinada)

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