

**SESHADRI RAO**  
**GUDLAVALLERU ENGINEERING COLLEGE**  
(An Autonomous Institute with Permanent affiliation to JNTUK, Kakinada)  
Seshadri Rao Knowledge Village, Gudlavalleru - 521356



**DEPARTMENT OF INFORMATION TECHNOLOGY**

**One Day workshop**  
**on**  
**Business Data Analytics:**  
**Transforming Big Data Sets into**  
**Business Assets**  
**(AICTE-SPICES)**

**24<sup>th</sup> February 2022**

# SESHDRI RAO GUDLAVALLERU ENGINEERING COLLEGE

(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)  
Seshadri Rao Knowledge Village, Gudlavalluru-521 356, Krishna Dt. (A.P)  
(Accredited by NBA of AICTE, New Delhi)

Website : [www.gecgudlavalluru.ac.in](http://www.gecgudlavalluru.ac.in) , Phone No. 08674-273737, 273888.

## **Department of Information Technology Techno Club**

Dt. 24.02.2022

### **ONE DAY WORKSHOP ON BUSINESS DATA ANALYTICS : TRANSFORMING**

### **BIG DATA SETS INTO BUSINESS ASSETS UNDER AICTE - SPICES**

09.15 AM – Inviting Dignitaries

Dr.D.N.V.S.L.S Indira	(SPICES Coordinator)
Dr.Ch.Kavitha	HOD,IT
Dr.M.Babu Rao	HOD, CSE
Dr. P. Kodanda Rama Rao	Vice Principal (Administration)
Dr. M. R. Ch. Sastry	Vice Principal (Academics)
Dr. P. Nageswara Reddy	Director (PGCRD)
Dr. B. Karuna Kumar	Director (AS&A)
Dr. P. Ravindra Babu	Advisor to the Management
Dr. G.V.S.N.R.V.Prasad	Principal
Prof.Dr.Ravi Vatrapu	Director, DEAL

(Centre for Digital Enterprise Analytics and Leadership)

09.20 AM – Prayer Song

09.25 AM – Opening Remarks by Coordinator, Dr.D.N.V.S.L.S Indira

09.30 AM – Message by Principal Dr. G. V. S. N. R. V. Prasad

09.35 AM – Keynote Speaker Introduction

09.40 AM – Vote of Thanks

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# SESHADRI RAO GUDLAVALLERU ENGINEERING COLLEGE

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Seshadri Rao Knowledge Village, GUDLAVALLERU-521 356, Krishna District, A.P., India  
(Approved by AICTE, New Delhi and Permitted by A.P. State Government)

Accredited by NAAC

Phone Nos. 08674-273737, 273888, Mobile: +91 9848779121 Fax No. 08674-273957  
e-mail: principal@gecgudlavalleru.ac.in, office@gecgudlavalleru.ac.in, Web: www.gecgudlavalleru.ac.in



**Dr. G. V. S. N. R. V. PRASAD**

M.S., M.Tech., Ph.D.,

MISTE, MIETE, MIE, MCSI, MISRS, MIAPR, MCRSI

**Principal**

REF: GEC/SDP/2021-22/62

19<sup>th</sup> February 2022

To  
**Dr. Ravi Vatrapu**  
Director,  
Centre for Digital Enterprise Analytics and Leadership (DEAL)  
Loretta Rogers Research Chair in Digital Enterprise,  
School of Information Technology Management,  
Ryerson University Toronto,  
Canada.

Sir,

SUB: Sharing your expertise – Student Development – Guest Lecture – Invitation –  
Regarding.

\* \* \*

Gudlavalleru Engineering College was established in 1998 at Gudlavalleru, Krishna District, A.P is renamed to “**Seshadri Rao Gudlavalleru Engineering College (SRGEC)**”. This is an autonomous institution affiliated to JNTUK, Kakinada and accredited by NAAC and UG – B.Tech programs got accredited by NBA.

SRGEC is offering UG–B.Tech Programs in CE, EEE, ME, ECE, CSE, IT, AI&DS, AI&ML and IOT, PG–M.Tech Programs in SE, PEED, MD, VLSID&ES, CSE and PG–MBA Program.

We are desirous of utilizing your expertise for the development of our Computer Science & Engineering (CSE) and Information Technology (IT) students. We request you to give Guest lecture on “Business Data Analytics” to our CSE & IT students.

We look forward for the positive consideration of our request.

Thanking you,

Yours faithfully,



**PRINCIPAL**  
**PRINCIPAL**  
**Seshadri Rao**





**Dr. Ravi Vatrapu**

Professor, Loretta Rogers Chair

Education:

Ph.D., MSc, BTech

**Office:**

YDI1069

**Phone:**

416-979-5000 x 544461

[vatraru@ryerson.ca](mailto:vatraru@ryerson.ca)<https://scholar.google.com/citations?user=wMf25IAAAA&hl=en>

Ravi Vatraru is director of the Centre for Digital Enterprise Analytics and Leadership (DEAL), Loretta Rogers Research Chair in Digital Enterprise, and professor of computational social science at the School of Information Technology Management, Ted Rogers School of Management, Ryerson University, Canada. Currently, he is a professor of computational social science (on leave) at the Department of Digitalization, Copenhagen Business School, Denmark; adjunct faculty at the Indian Institute of Management Rohtak, India; visiting professor at the Indian Institute of Management Visakhapatnam, India; and honorary visiting professor for the Engineering Schools of GITAM deemed to be University, India. He was the founding director of the Centre for Business Data Analytics (<http://bda.cbs.dk>) at the Copenhagen Business School. Formerly, he was an adjunct professor of applied computing at the Kristiania University College, Norway.

Prof. Vatraru conducts transdisciplinary basic research on big data at the socio-technical intersections of computer science and social science with specific applications to managers in organizations, teachers in schools, and residents in communities. His current research, education, and service encompasses Big Social Data Analytics, Geospatial Analysis, Building Usage Analytics, and Bitcoin Blockchain Analytics.

Prof. Vatraru's current research focus is on big data analytics to design, develop and evaluate a novel set-theoretical approach to computational social science called [Social Set Analytics \(SSA\)](#). Based on the enactive approach to the philosophy of mind, the phenomenological approach to sociology, and the mathematics of set theory, SSA conceptualizes digital interactions as social associations to identities, ideas, values, aspirations etc. SSA consists of a generative framework for the philosophy of computational social science, a theory of social data, conceptual and formal models of social data, and an analytical framework for combining big datasets with organizational and societal datasets. SSA seeks to generate meaningful facts, actionable insights, valuable insights, and sustainable impacts for multiple stakeholders.

Prof. Vatraru's publication record consists of 2 edited books, 8 book chapters, 25 journal articles, 127 conference proceedings, 16 tool demonstrations, 1 doctoral consortium paper, and 2 theses and dissertation monographs. His co-authored papers have received 5 best paper awards (HICSS, ICCE, CSCL, & CABS) and 4 best paper nominations (CHI, CSCL, CABS, & LDIC) at premier conferences in the academic disciplines of information systems, learning sciences, human-computer interaction, and operations management.

Dr. Vatraru has successfully graduated 4 PhD students and mentored 5 Post-Doctoral Fellows. He currently supervises 2 PhD students at TRSM in Canada, and 4 PhD students at the Copenhagen Business School in Denmark. Since 2009, he successfully supervised and graduated more than 125 Master Thesis students from multiple degree programs (Computer Science, Communications, Marketing, Management, Finance and Economics) at Copenhagen Business School and The IT University of Copenhagen in Denmark and Kristiania University College in Norway.

Prof. Vatraru had secured about 5 million CAD as PI/Co-PI in 11 different external research grants in competitive calls at the institutional, national and international levels.

Dr. Vatraru holds a PhD in Communication and Information Sciences from the University of Hawaii at Manoa (USA), a Graduate Certificate in International Cultural Studies from East-West Centre (USA), a Master of Science in Computer Science and Applications from Virginia Tech (USA), and a Bachelor of Technology in Computer Science and Systems Engineering from Andhra University (India).





Business Data Analytics, Computational Social Science, Social Set Analysis, Learning Analytics & Teaching Analytics, Computer Supported Collaborative Learning (CSCL), Comparative Informatics

## Select Research and Professional Contributions

Swipe to see more

### Publications in Refereed Journals

- Kunst, K., Ringberg, T., & Vatrupu, R. (2021). Beyond Popularity: A User Perspective on Observable Behaviours in a Digital Platform. *Information Systems Journal*. <https://doi.org/10.1111/isj.12365>.
- Kinra, A., Hald, K. S., Mukkamala, R. R., & Vatrupu, R. (2020). An Unstructured Big Data Approach for Country Logistics Performance Assessment in Global Supply Chains. *International Journal of Operations and Production Management*, 40(4), 439-458. <https://doi.org/10.1108/IJOPM-07-2019-0544>.
- Yin, H. H. S., Langenheldt, K., Harlev, M., Mukkamala, R. R., & Vatrupu, R. (2019). Regulating Cryptocurrencies: A Supervised Machine Learning Approach to De-Anonymizing the Bitcoin Blockchain. *Journal of Management Information Systems*, 36(1), 37-73. <https://doi.org/10.1080/07421222.2018.1550550>.
- Zheng, X., Sun, S., Mukkamala, R. R., Vatrupu, R., & Ordieres-Meré, J. (2019). Accelerating Health Data Sharing: A Solution Based on the Internet of Things and Distributed Ledger Technologies. *Journal of Medical Internet Research*, 21(6). [e13583]. <https://doi.org/10.2196/13583> 
- Jensen, T., Vatrupu, R., & Bjorn-Andersen, N. (2018). Avocados Crossing Borders: The Problem of Runaway Objects and the Solution of a Shipping Information Pipeline for Improving International Trade. *Information Systems Journal*.
- Kunst, K., & Vatrupu, R. (2018). Understanding electronic word of behavior: conceptualization of the observable digital traces of consumers' behaviors. *Electronic Markets*. doi:10.1007/s12525-018-0301-x
- Sikanen, M., Baltakys, K., Kanninen, J., Vatrupu, R., Mukkamala, R., & Hussain, A. (2018). Facebook Drives Behavior of Passive Households in Stock Markets. *Finance Research Letters*, <https://doi.org/10.1016/j.frl.2018.1003.1020>.
- Menon, K., Kärkkäinen, H., Jussila, J., Huhtamäki, J., Mukkamala, R. R., Lasrado, L., Vatrupu, R., & Hussain, A. (2018). Analysing the Role of Crowdfunding in Entrepreneurial Ecosystems: A Social Media Event Study of Two Competing Product Launches. *International Journal of Entrepreneurship and Small Business*.
- Vatrupu, R., Mukkamala, R. R., Hussain, A., & Flesch, B. (2016). Social Set Analysis: A Set Theoretical Approach to Big Data Analytics. *IEEE Access*, 4, 2542-2571. [7462188]. DOI: 10.1109/ACCESS.2016.2559584
- Reimann, P., Bull, S., Kickmeier-Rust, M., Vatrupu, R., & Wasson, B (Editors). (2016). [Measuring and Visualizing Learning in the Information-Rich Classroom](#) . Routledge, New York.

Swipe to see more

### Book Chapters

Swipe to see more

**Peer-Reviewed Conference Proceedings**

Swipe to see more

**Other Conference Presentations and Abstracts**

\*Co-authored with graduate students

**Research Funding**

Swipe to see more

Grant or Project Title	Year	Amount
Social Media & Society, Carlsberg Foundation (PI)	2018	65,000 DKK
Big Social Data Analytics for Public Health: <a href="#">Copenhagen Health Innovation</a> (PI)	2016-2018	3,042,000 DKK
Big Social Data Analytics for Business: <a href="#">Industriens Fond: Big Data Tema</a> (PI)	2015-2018	6,200,000 DKK
Online Review Analytics, GN Audio (PI)	2017	120,000 DKK
<a href="#">Rio Til Roskilde</a> , Big Data Analytics Project for Roskilde Festival w/ IBM (Co-PI)	2015-2018	450,000 DKK
<a href="#">Networked Business Institute</a> : Public-Private Partnership (PI)	2014-2017	3,363,837 DKK
<a href="#">Novel Augmented Reality Services</a> : Nordic Innovation (Co-PI)	2012-2013	CBS: 140,000/1,501,500 NOK
<a href="#">International Networking Grants</a> : Danish Ministry of Science (PI)	2010-2012	1,080,000 DKK
<a href="#">NEXT-TELL</a> : EU FP7 Large-Scale Integrating Project (Co-PI)	2010-2014	CBS: 589,954/8,176,135 EUR

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## DEPARTMENT OF INFORMATION TECHNOLOGY

One day workshop

"BUSINESS DATA ANALYTICS : TRANSFORMING BIG DATA SETS INTO  
BUSINESS ASSETS UNDER AICTE - SPICES"

(24.02.2022)

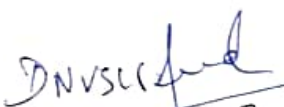
III B.Tech. II sem. (2021-2022)

SECTION - A

S.No	Roll No	Name of the Student	Signature
1	19481A1201	ABHISHEK ENIKEPALLI	
2	19481A1202	AKULA DIVYA NAGANANDU	A. D. Naga Nandu
3	19481A1204	AMRUTHAPALLI BHUVANESWARI	A. Bhuvana
4	19481A1205	ANAKAPALLI TEJA SRI RAMA	A. Teja Sri Rama
5	19481A1206	ANUMAKONDA BHAVANA	A. Bhavana
6	19481A1207	ARIPI SRIKRISHNA VAR	A. SK Var
7	19481A1208	BATTULA VENKATA NARAYANA	B. Venkata Narayan
8	19481A1209	BAVIREDDY SAI KIRAN	Sai Kiran
9	19481A1210	BONDADA JAYA NAGA KISHORE	Kishore
10	19481A1211	BONDILI SUMA SARADA	B. Suma Sarada
11	19481A1212	BORRA MAHESWARA VENKATA LAKSHMAN	B. Lakshman
12	19481A1213	BORRA YAMINI	B. Yamini
13	19481A1214	BURLA ROSHINI	B. Roshini
14	19481A1215	CHEERLA SRI THARUN	← Absent →
15	19481A1216	CHEPATI NITISH KUMAR	C. Nitish Kumar
16	19481A1217	CHIKKALA JELCIYA GODWIN	Ch. Jelciya Godwin
17	19481A1218	CHIRUMAMILLA YASASWINI	Ch. Yasaswini
18	19481A1219	D M K VENKATA SUBBA RAO	D.M.K.V. Subbarao
19	19481A1220	DAMA KAVITHA	D. Kavitha
20	19481A1221	DARA VENKATESWARLU	Venkateswarlu
21	19481A1222	DARSI VENKATA NAGA RUPASRI	D.V.N. Rupasri
22	19481A1223	DASARI SAI PHANEENDRA	D.Sai Phaneendra
23	19481A1224	DINESH KIRAN PEDAPUDI	P. Dinesh Kiran
24	19481A1225	DOKKU LAKSHMI MANASA	D. Manasa
25	19481A1226	DOMA LIKHITHA	D. Likhitha
26	19481A1227	EDE DIVYA DURGA	E. Divya
27	19481A1228	ENIKEPALLI SAI KISHORE	ENIKEPALLI Sai Kishore
28	19481A1229	GABBITA SAI SRINIVAS	← Absent →
29	19481A1230	GADE AKASH REDDY	G. Akash Reddy
30	19481A1231	GANGIREDDY GOPI KRISHNA REDDY	G. Gopi
31	19481A1232	GARAPATI THAPASWINI	← Absent →
32	19481A1233	GARIMELLA DURGA SATYA KIRAN	Kiran
33	19481A1234	GOLI SRAVANA LAKSHMI	G. Sravani
34	19481A1235	GOLLA HARIKA SIVA SATYAVATHI	G. Harika



S.No	Roll No	Name of the Student	Signature
35	19481A1236	GORIPARTHI TEJASWINI	G. Tejaswini
36	19481A1237	GORRIPATI VENKATA KARTHEEK	G.v. korthoek.
37	19481A1238	GUDAVALLI LAYASRI	G. Layasri
38	19481A1239	GUGGILAM HARSHA SRINIVASU	Harsha
39	19481A1240	GUTTA PRAVEEN	G. Praveen
40	19481A1241	GUTTUKONDA BHAVYA	G. Bhavya
41	19481A1242	JANJANAM HARI PRIYA	J. Hari Priya.
42	19481A1243	JETTI SWATHI	J. Swathi
43	19481A1244	KADALI VENKATA DURGA PRASAD	K.V.D. Prasad.
44	19481A1245	KAGITHA GNANA DEEPIKA	K. Gnana deepika
45	19481A1246	KALAVALA VENKATA KAVYA SRI	K. Kavya.
46	19481A1247	KAMBHAMPATI SRAVANI	K. Sravani
47	19481A1248	KANAGALA SRAVAN KUMAR	K. Sravan Kumar
48	19481A1249	KANKIPATI HEMANTH KUMAR	<del>K. Hemant Kumar</del> Abs →
49	19481A1250	KANNA VASANTHI	K. Vasanthi
50	19481A1251	KARUTURI NITYANANDA RAJ	J. Nityananda Raj
51	19481A1252	KASIREDDY OBULA REDDY	K. Obul Reddy
52	19481A1253	KASTURI GOPI RAJU	K. Gopi Raju
53	19481A1254	KATURI MANOJ BABU	K. Manoj Babu
54	19481A1255	KESANASETTY ADITYA	Aditya
55	19481A1256	KESARLA ANUSHA	K. Anusha
56	19481A1257	KOTE MANASWI	K. Manaswi
57	19481A1258	KUKKAMUDI AJAY KUMAR	← Absent →
58	19481A1259	LINGAM THARUN RAJ	L. Tharun Raj
59	19481A1260	MADDALA VARJAN BABU	M. Varjan Babu
60	19481A1261	MADDI VENKATA SAHITHI	M. Sahithi
61	19481A1262	MADDU VENKATA LAKSHMI	M. V. L. prasanna
62	19481A1263	MAGANTI SRINIVAS KALYAN	← Absent →
63	19481A1264	MAJJI PAVAN KUMAR	M. Pavan Kumar
64	20485A1201	DAVU PAVAN KUMAR	D. Pavan Kumar
65	20485A1202	EDE NAGA SUDHA RANI	E. Naga sudha rani
66	20485A1203	MANCHINENI KIRAN PRIYA	M. Kiranpriya
67	20485A1204	MIRIYALA NIKITHA	M. Nikitha.
68	20485A1205	NAGIDI SONIKA	N. Sonika
69	20485A1206	PHANITAPU PADMINI LATHA	P. padminilatha
70	20485A1207	POLANA SPANDANA	Spandana

  
COORDINATOR-

Associate Professor,

Dept. of Information Technology,  
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Seshadri Rao Knowledge Village,  
GUDLAVALLERU - 521 356.

  
HOD, IT

Head of the Department  
Information Technology

Seshadri Rao  
Gudlavalleru Engineering College  
Seshadri Rao Knowledge Village  
Gudlavalleru - 521 356, Krishna District. A.P.

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Seshadri Rao Knowledge Village, Gudlavalleru - 521356, Krishna District (A.P.)**DEPARTMENT OF INFORMATION TECHNOLOGY****One day workshop****"BUSINESS DATA ANALYTICS : TRANSFORMING BIG DATA SETS INTO BUSINESS ASSETS UNDER AICTE - SPICES"****(24.02.2022)**

III B.Tech. II sem. (2021-2022)

**SECTION - B**

S.No	Roll No	Name of the Student	Signature
1	19481A1265	MANDALAPU NAGA SIVA	M. Naga Siva
2	19481A1266	MANYAM KRISHNA KUMARI	M. Krishna Kumari
3	19481A1267	MATHINENI KUSUMA	M. Kusuma
4	19481A1269	MEKA SRI LAKSHMI	M. Sri Lakshmi
5	19481A1270	MERUGUMALA PAVAN KRISHNA SRI	<del>M. Pavan Krishna Sri</del>
6	19481A1271	MODUGUMUDI NATESH VENKATA BABU	M. Natesh Venkata Babu
7	19481A1272	MOHAMMED ASMATHULLA	← Absent →
8	19481A1273	MOTAMARRI VASAVI AMRUTHA	M. Vasavi Amrutha
9	19481A1274	MOTEPALLI SASI SAI MANOJ	Manoj
10	19481A1275	MUNDLA BHANUPRAKASH	M. Bhanu Prakash
11	19481A1276	MUNGARA BHAVANA	M. Bhavana
12	19481A1277	MUTYAM CHAITANYA	M. Chaitanya
13	19481A1278	NAGA SAI SRIRAM MATTA	Sri Ram Matla
14	19481A1279	NAHEED BASHEER	Naheed Basheer
15	19481A1280	NAIDU KRISHNA VAMSI	N. Krishna Vamsi
16	19481A1281	NALLAPANENI DURGA PRASAD	N. Durga Prasad
17	19481A1282	NARESH BABU GUNJI	Nareesh Babu
18	19481A1283	NARRA SRI HARSHA VARDHAN	N. Sri Harsha Vardhan
19	19481A1284	NARRAVULA JAYA RAMA KRISHNA PRASAD	N. S. K. Rama Krishna Prasad
20	19481A1285	NEKKANTI RAVI TEJA	Ravi Teja
21	19481A1286	NIDADAVOLU TEJA	N. Teja
22	19481A1287	NITIN KANAKAVALLI	K. Nitin
23	19481A1288	NUKALA GEETHIKA	N. Geethika
24	19481A1289	NUKALA HARSHA VARDHAN	← Absent →
25	19481A1290	PALANKI NITHYA SRI	P. Nithya Sri
26	19481A1291	PARA THARUN	P. Tharun
27	19481A1292	PARISE RISHWITHA	P. Rishwitha
28	19481A1294	PASUMARTHI SOWMYA SREE	P. Sowmya Sri
29	19481A1295	PATHURI GUNA RAJESH	P. Guna Rajesh
30	19481A1296	PATNALA NAVEEN TEJA	P. Naveen Teja
31	19481A1297	PAVAN KANTHETI	Pavan Kantheti
32	19481A1298	PAVULURI NAGA SWETHA	P. Naga Swetha
33	19481A1299	PINNAMANENI SAI DATTA	← Absent →
34	19481A12A0	POTHANA BHARGAVI	P. Bhargavi



S.No	Roll No	Name of the Student	Signature
35	19481A12A2	PURNA ANJANEYA KUMAR KORNEPATI	
36	19481A12A3	RACHURI DEEPIKA SANTHOSHI	Deepika Santhoshi
37	19481A12A4	RAMKURI HARIKA	R. Harika
38	19481A12A5	RAVIPATI SANDHYA RANI	P. Sandhya Rani
39	19481A12A7	SAKHAMURI KRISHNA CHAITANYA	S. Krishna Chaitanya
40	19481A12A8	SHAIK FARZANA	S. Farzana
41	19481A12A9	SHAIK SAMEER AHAMED	S. Sameer Ahamed
42	19481A12B0	SHAZIYA NAZMI	S. Shaziya Nazmi
43	19481A12B1	SIMHADRI MADHURI	S. Madhuri
44	19481A12B2	SOMA BASAVAI AH	S. Basavaiah
45	19481A12B3	SURAPANENI NAMRATHA	S. Namratha
46	19481A12B4	TALASI SRI DIVYA	S. Divya
47	19481A12B5	TALLAPUREDDY PRATHYUSHA	T. Prathyusha
48	19481A12B6	THALLAPUREDDY PRAVEEN KUMAR REDDY	T. Praveen Reddy
49	19481A12B7	THOTA NAGA RAJU	T. Nagaraju
50	19481A12B8	VAKA NAGA VAMSI KRISHNA	V. N. Vamsi Krishna
51	19481A12B9	VAMSI NATTA	V. Vamsi
52	19481A12C0	VARISA MANIKANTA	V. Manikanta
53	19481A12C1	VATTUMILLI BALA VENKATA SAI KISHORE	V. V. Sai Kishore
54	19481A12C2	VEERABATHINA PUJITHA	V. Pujitha
55	19481A12C3	VEERAMALLU SRI AKHIL SAI	V. Akhil Sai
56	19481A12C4	VELPULA SRAVANI	V. Sravani
57	19481A12C5	YANAMALA RAJ KUMAR	Y. Raj Kumar
58	19481A12C6	YARAGANI VEERA VAMSI	← Absent →
59	19481A12C7	YARRA VENKATA JAGADEESH	Y. Jagadeesh
60	19481A12C8	YELISETTY SIRI ALEKHYA	Y. Alekhya
61	18481A1222	DASI MANEESHA	D. Maneesha
62	20485A1208	PURITIPATI CHARISHMA	P. Charishma
63	20485A1209	ROMPICHARLA RENUKA DEVI	R. Renuka Devi
64	20485A1210	VARANASI MADHU SRI LAKSHMI SUDHA MAI	V. M. S. L. Sudha Mai
65	20485A1212	VULLI NAGA MANIKANTA SWAMI	V. N. Manikanta Swami

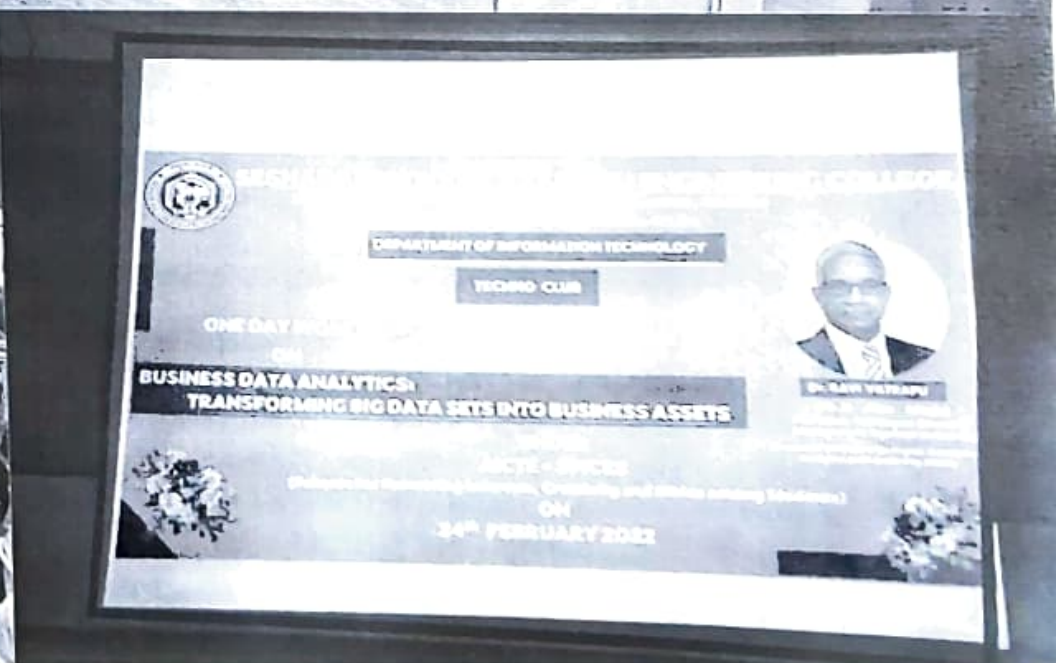
COORDINATOR

**Associate Professor,**  
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GUDLAVALLERU - 521 356,

HoD, IT

**Head of the Department**  
**Information Technology**  
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Gudlavalleru Engineering College  
Seshadri Rao Knowledge Village  
Gudlavalleru - 521 356, Krishna District, A.P.





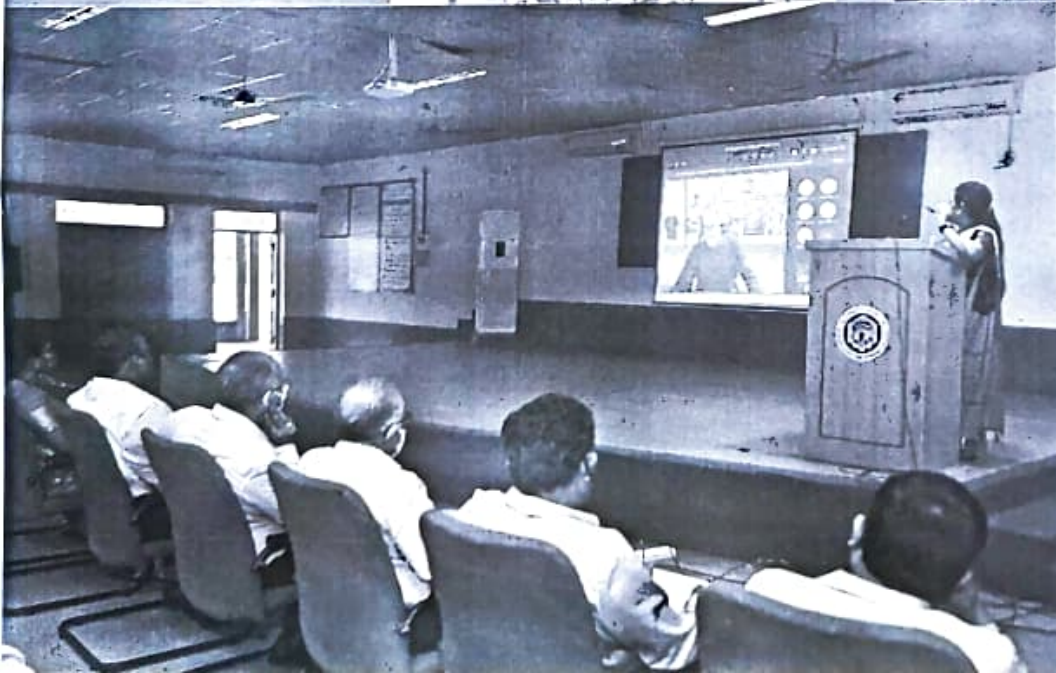
















# SESHADRI RAO GUDLALLERU ENGINEERING COLLEGE

(An Autonomous Institute with permanent affiliation to JNTUK , Kakinada)

Seshadri Rao Knowledge Village, Gudlalleru-521356



**DEPARTMENT OF INFORMATION TECHNOLOGY**

**TECHNO CLUB**

**ONE DAY WORKSHOP  
ON**

**BUSINESS DATA ANALYTICS:  
TRANSFORMING BIG DATA SETS INTO BUSINESS ASSETS**

**UNDER  
AICTE - SPICES**

(Scheme for Promoting Interests, Creativity and Ethics among Students)

**ON**

**24<sup>th</sup> FEBRUARY 2022**



**Dr. RAVI VATRAPU**

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Analytics and Leadership (DEAL)



Dr. Sankar

**PROGRAM REPORT**

**Name of the Program** : Workshop on “Business Data Analytics: Transforming Big DataSets into Business Assets”  
**Dates** : 24-02-2022  
**Details of the Resource Person** : V. Ravi, Bangalore

**Objective of the Program:**

- to explore and investigate business problems or opportunities through a course of scientific inquiry

**Outcomes of the Program:**

- Able to do the practical applications of statistical analysis and technologies on business data to identify and anticipate trends and predict business outcomes

**No. of Participants** : 105

**Concluding Remarks** : Big Data is a game-changer. Many organizations are using more analytics to drive strategic actions and offer a better customer experience. A slight change in the efficiency or smallest savings can lead to a huge profit, which is why most organizations are moving towards big data.

  
Coordinator

  
HoD, IT