

WEBINAR ON E-COMMERCE AND DATA ANALYTICS FOR STARTUPS On 12TH JANUARY ,2021

TIME:10:00 AM TO 11:00 AM
VENUE: ZOOM AND YOUTUBE

RESOURCE PERSON:DR BADRINATH M N
ASSOCIATE PROFESSOR
IMPERIAL COLLEGE OF MANAGEMENT
BANGALORE





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REPORT ON WEBINAR

TOPIC: E- COMMERCE AND DATA ANALYTICS FOR START-UPS

DATE: 12TH JAN 2021

TIME: 10:00 AM TO 11:00 AM

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A webinar was held on 12th January, 2021 on the topic of "E-commerce and Data Analytics for Startups. This webinar was conducted for final year B Com students by the guest faculty Dr Badrinath M. N, Associate Professor, Imperial College of Management. Bangalore

The webinar was held online on zoces and YouTube platforms. The objective of this webinar, was to make the students understand that what is business analytics and how important it is for an E-Commerce setups of startup businesses.

Data Analytics/Business Analytics seem to be a magic wand for many of business today. "We cannot control that we cannot measure goes the saying. In order to control", we must be able to capture and measure. Data Analytics has a role that plays just that! This program is intended to introduce and explore the power of Analytics on a macro-frame

Objectives of the Program

- To make a brief pitch on the area of data analytics
- To cite importance of data or business analytics for non-technical students
- Bring about various applications and domains where data analytics will soon become endemic
- Provide suggestions for making data analytics a career



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Zoom Meeting 40-Minutes

Participants (57)

Find a participant

Participants:

- Manjia M 18C182K
- Manoj S 18C183K
- Mohan 18C184TA
- Monisha S 18C185K
- Nandini 18C186K
- Netra-m 18C190K
- Niharika P 18C216K
- Nikhitha R T18C225K
- Pavan Kumar s 18C191K
- Pooja Sharma D (18C195H)
- Preethi R 18C194TA
- Radhika Panth (18C195H)
- Raju k 18C197K
- Sorjay Singh . A 18C300Ta

10:07 AM
1/12/2021

Zoom Meeting 40-Minutes

4 people entered the waiting room

Participants (58)

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Participants:

- Manjia Veena. M (18C181K)
- Manjia M 18C182K
- Manoj S 18C183K
- Mohan 18C184TA
- Monisha S 18C185K
- Nandini 18C186K
- Netra-m 18C190K
- Niharika P 18C216K
- Nikhitha R T18C225K
- Pavan Kumar s 18C191K
- Pooja Sharma D (18C195H)
- Preethi R 18C194TA
- Radhika Panth (18C195H)
- Raju k 18C197K

10:08 AM
1/12/2021



Zoom Meeting 40-Minutes

4 people entered the waiting room View

Participants (58)

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- MV Manikya Veena. M (18C181K)
- M36 Manju M 18C182K
- Manoj S 18C183K
- M1 Mohan 18C184TA
- Monisha S 18C185K
- Nandini 18C186K
- N1 Nethra.m 18C190K
- N Nihanka P 18C216K
- Nikethan R T18C225K
- M Pavan Kumar s 18C191K
- Pooja Shanna D (18C192H)
- PL Preethi.R 18C194TA
- Radhika Parth (18C195H)
- Raju k 18C197K

19:26 AM 1/2/2021

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Analytics: A Primer

Dr Badrinath. M. N, BE., MBA., PhD(Mgmt)
Associate Professor and Data Analytics Consultant
Principal
Imperial Institute of Advanced Management (IIAM) - MBA

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Research Methodol...rar

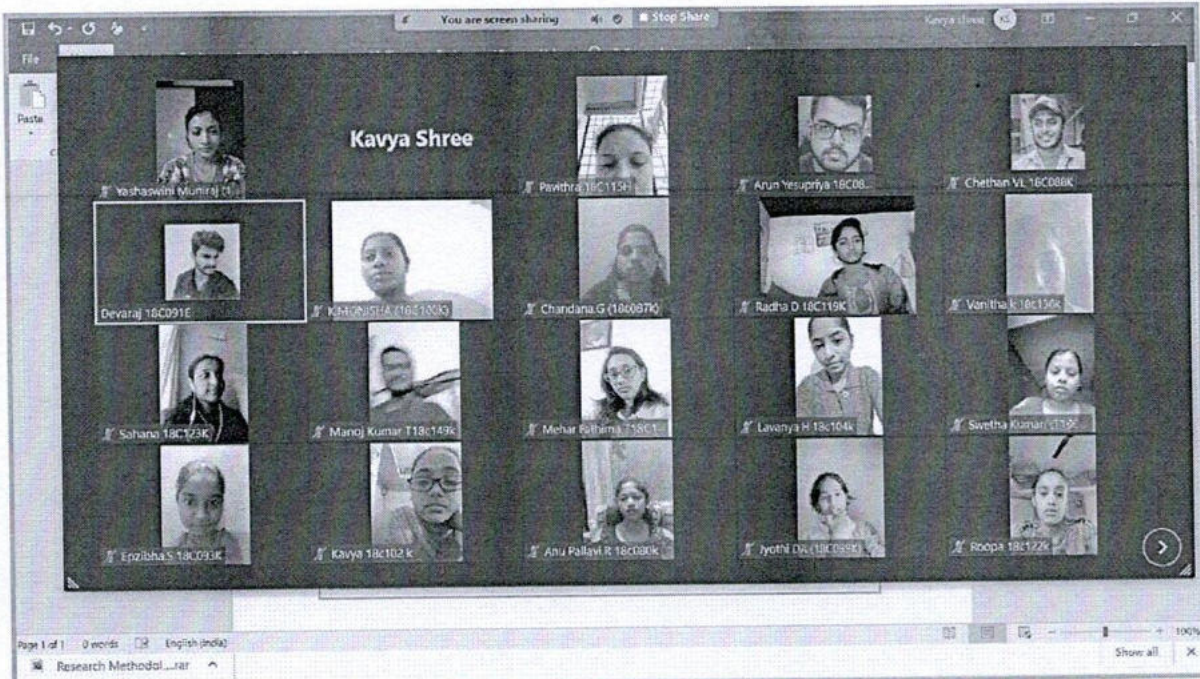
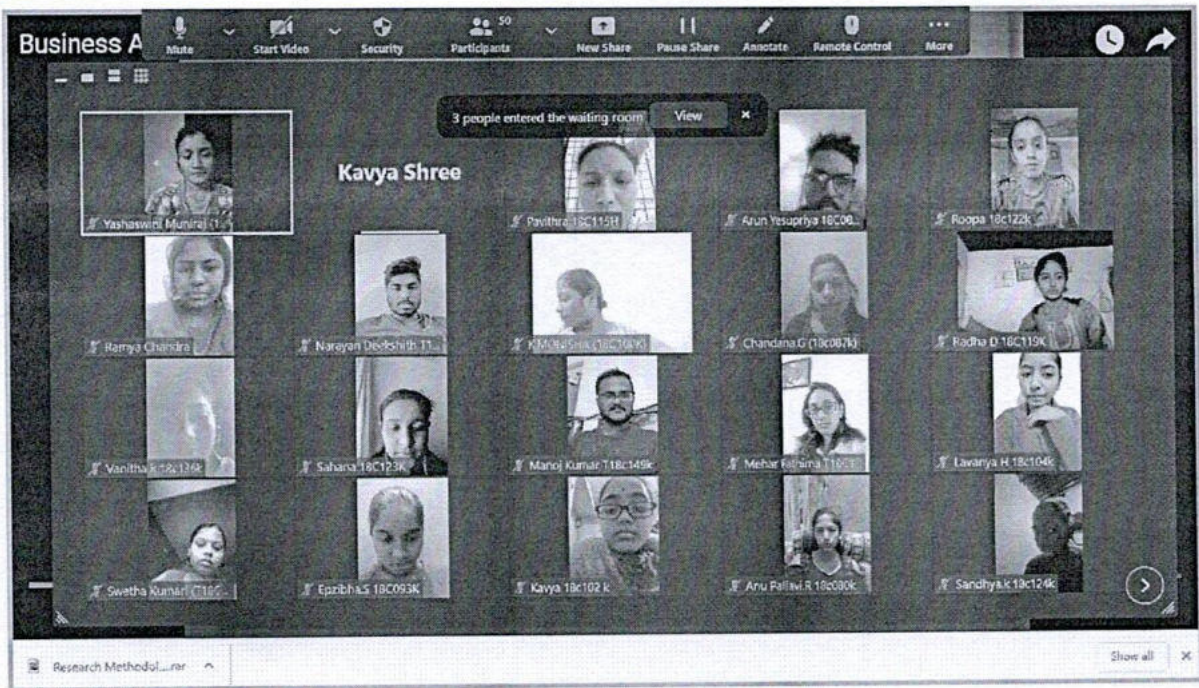
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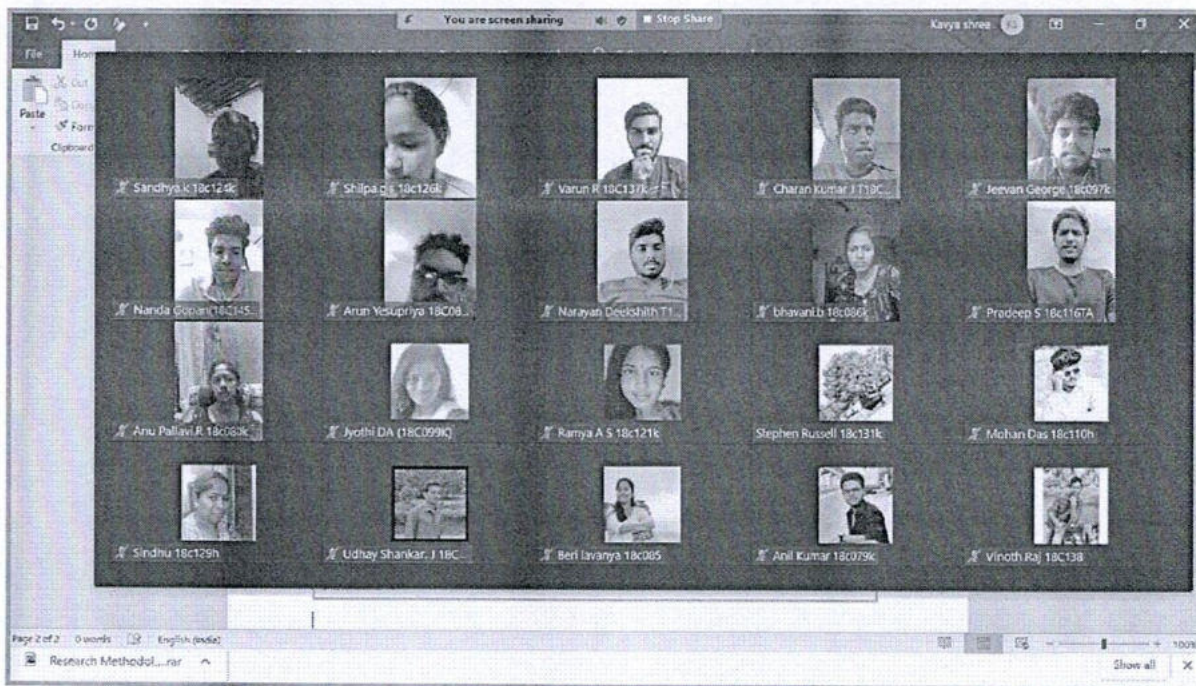
Kavya Shree

- Chandana.G (18C087K)
- Yashaswini Munira (18C088K)

Show all







Data Analytics Techn

- **Data Mining:** Involves sorting through large sets of data to identify trends, patterns, and anomalies.
- **Machine Learning:** Uses statistical techniques to teach computers to process data and make predictions, often used in conventional analytical modelling.
- **Big Data Analytics:** Applies advanced predictive analytics, and machine learning to transform data into business intelligence.
- **Text Mining:** Spots patterns and trends in large volumes of text-based data, such as documents, emails, and other text-based communications.

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Participants (49)

Find a participant

Waiting Room (1)

Mohan Kumar 18c109k

In the Meeting (49)

Kavya Shree (Host, me)

Abbas Khan 18c146h

Abin Paul 18c083H

Amrutha R 18c078K

Anu Pallavi R 18c080K

Anusha A (18c081k)

Arun Yesupriya 18c082E

Berilavanya 18c085

bhavanib 18c086k

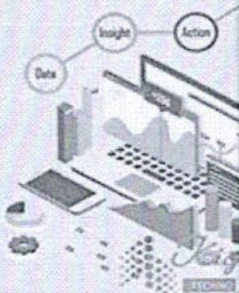
Chandana G (18c087k)



What is Business Analytics

SO WHAT IS BUSINESS ANALYTICS?

The study of analytics often involves analyzing historical data to look for potential trends, to understand the effects of certain decisions, or to evaluate the performance of the business basis of the decisions made. This comprehensive knowledge of past trends and decisions can form the basis on which corrective actions can be taken to get the better results.



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Participants (34)

Participant Name	Join Time	Audio	Video
Mrs. Deepa...	10:25 AM	On	On
Akash...	10:25 AM	On	On
Ananya...	10:25 AM	On	On
Ansh...	10:25 AM	On	On
BALAKRISHNAN...	10:25 AM	On	On
Chaitanya...	10:25 AM	On	On
Deekshika...	10:25 AM	On	On
Dhruva...	10:25 AM	On	On
Dolly...	10:25 AM	On	On
Gayatri...	10:25 AM	On	On
Gurav...	10:25 AM	On	On
Harish...	10:25 AM	On	On
Harshika...	10:25 AM	On	On
Hemant...	10:25 AM	On	On
Kamakhya...	10:25 AM	On	On

Business Analytics Basics Session One

Business Analytics vs. Data Analytics

- The term **Business Analytics** refers to a combination of skills, tools, and applications that allows businesses to measure and improve the effectiveness of core business functions such as marketing, customer service, sales, or IT.
- Data analytics** involves combining through massive datasets to reveal patterns and trends, draw conclusions about hypotheses, support business decisions with data-based insights.

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Harish...	10:25 AM	On	On
Harshika...	10:25 AM	On	On
Hemant...	10:25 AM	On	On
Kamakhya...	10:25 AM	On	On



Domain / Area of Analytics

AREAS OF ANALYTICS

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Participants (45)

Find a participant

- Mrs. Deepshikha P. (18c2346)
- Prathibha T (18c2346)
- Ananya D (18c2346)
- Anish Srinivas (18c2346)
- Chaitanya G (18c2346) Chaitanya
- Deekshitha C (18c2346)
- Diksha T (18c2346)
- Dolly Bhunia (18c2346)
- Gayatri Choudhary (18c2346)
- Hansika M (18c2346)
- Kamini A (18c2346)
- Kavitha M (18c2346)
- Kavya (18c2346)
- Kavya S (18c2346)
- Lalitha K (18c2346)
- Lavanya C N (18c2346)

Turn on Original Sound

Participants (45)

View

Participants (45)

End

Impact of Covid-19 in Current Business in India

What's Changing

- Changing Consumer Sentiments
- Behaviour
- Brand Loyalty
- Consumption Pattern

- Changing Operations
- Disrupted Supply-chain
- Stopped Production
- Assortments
- Category Planning

- Changing Marketing Strategy
- Channels
- Responses
- ROI

- Changing Workplace
- Fewer Resources
- Disconnected People
- Health Regulations
- IT Security

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AREAS OF ANALYTICS

Healthcare

Retail

Supply chain

Automotive

Energy

Insurance

Manufacturing

Pharma

Trave

Hotel

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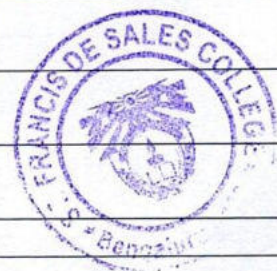
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List of Participants

SI NO	NAME OF THE STUDENT	REG NUMBER	Course, Class, Section	Remarks
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31	MERLY N J	18C035	B.COM, VB.COM A SEC	
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14	DENIS NASKAR	18C090	B.COM, VB.COM B SEC	
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16	DIVYA B	18C092	B.COM, VB.COM B SEC	
17	EPZIBHA S	18C093	B.COM, VB.COM B SEC	
18	GOWTHAM S	18C095	B.COM, VB.COM B SEC	
19	JEEVAN GEORGE	18C097	B.COM, VB.COM B SEC	
20	JUSTIN JAMES	18C098	B.COM, VB.COM B SEC	
21	JYOTHI D A	18C099	B.COM, VB.COM B SEC	
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23	KARTHIK RAJ K	18C101	B.COM, VB.COM B SEC	
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28	MAHENDRA K	18C106	B.COM, VB.COM B SEC	
29	MEENU R	18C108	B.COM, VB.COM B SEC	
30	MOHAN KUMAR A	18C109	B.COM, VB.COM B SEC	
31	MOHANDAS M	18C110	B.COM, VB.COM B SEC	
32	MONISHA V	18C111	B.COM, VB.COM B SEC	
33	NIRANJAN MURTHY K M	18C112	B.COM, VB.COM B SEC	
34	PALLAVI M	18C113	B.COM, VB.COM B SEC	

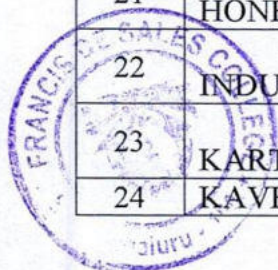


35	PAVITHRA K C	18C114	B.COM, VB.COM B SEC	
36	PAVITHRA S	18C115	B.COM, VB.COM B SEC	
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40	SHILPA G S	18C126	B.COM, VB.COM B SEC	
41	SHIVAPPA K R	18C127	B.COM, VB.COM B SEC	
42	SHRUTHI M M	18C128	B.COM, VB.COM B SEC	
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44	SIRISHA P	18C130	B.COM, VB.COM B SEC	
45	STEPHEN RUSSEL L	18C131	B.COM, VB.COM B SEC	
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50	NARAYAN DEEKSHITH	T18C147	B.COM, VB.COM B SEC	
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18	GIRIDHAR N	18C169	B.COM, VB.COM C SEC	
19	HARISH C	18C170	B.COM, VB.COM C SEC	
20	HARSHITHA G	18C172	B.COM, VB.COM C SEC	
21	HONEST RAJ G	18C173	B.COM, VB.COM C SEC	
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23	KARTHIK S	18C175	B.COM, VB.COM C SEC	
24	KAVERI M	18C176	B.COM, VB.COM	



			C SEC	
25	KAVYA R	18C177	B.COM, VB.COM C SEC	
26	KUSHAL T	18C178	B.COM, VB.COM C SEC	
27	KUSUMA M	18C179	B.COM, VB.COM C SEC	
28	MADHUSHREE N	18C180	B.COM, VB.COM C SEC	
29	MANIKYA VEENA M	18C181	B.COM, VB.COM C SEC	
30	MANJU M	18C182	B.COM, VB.COM C SEC	
31	MANOJ S	18C183	B.COM, VB.COM C SEC	
32	MOHAN S	18C184	B.COM, VB.COM C SEC	
33	MONISHA S	18C185	B.COM, VB.COM C SEC	
34	MURALIMANOHARA GIRI S	18C186	B.COM, VB.COM C SEC	
35	NAGENDRA P	18C187	B.COM, VB.COM C SEC	
36	NANDINI V	18C188	B.COM, VB.COM C SEC	
37	NETHRA M	18C190	B.COM, VB.COM C SEC	
38	PAVAN KUMAR S	18C191	B.COM, VB.COM C SEC	
39	PAVITHRA R	18C192	B.COM, VB.COM C SEC	
40	POOJA SHARMA D	18C193	B.COM, VB.COM C SEC	



List of Participants

SI NO	NAME OF THE STUDENT	REG NUMBER	Course, Class, Section	Remarks
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5	DIVYA M	18C233	B.COM, VB.COM D SEC	
6	GUNAVATHI S	18C234	B.COM, VB.COM D SEC	
7	HARSHITHA M	18C235	B.COM, VB.COM D SEC	
8	HEMANTH C	18C236	B.COM, VB.COM D SEC	
9	KAMAKSHI A	18C237	B.COM, VB.COM D SEC	
10	KAVITHA M	18C238	B.COM, VB.COM D SEC	
11	KAVYA J	18C239	B.COM, VB.COM D SEC	
12	KAVYA S	18C241	B.COM, VB.COM D SEC	
13	KESHAV MOORTHY R	18C242	B.COM, VB.COM D SEC	
14	KISHORE B	18C243	B.COM, VB.COM D SEC	
15	KISHORE H S	18C244	B.COM, VB.COM D SEC	
16	LAVANYA C N	18C245	B.COM, VB.COM D SEC	
17	LAVANYA R K	18C246	B.COM, VB.COM D SEC	
18	MADHUSHREE K	18C247	B.COM, VB.COM D SEC	
19	MAMATHA D	18C248	B.COM, VB.COM D SEC	
20	MANOJ M R	18C250	B.COM, VB.COM D SEC	
21	MEENA E	18C251	B.COM, VB.COM D SEC	
22	MOHIT NAIR	18C253	B.COM, VB.COM D SEC	
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24	MONISHA V	18C255	B.COM, VB.COM D SEC	

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29	NETHRAVATHI S	18C260	B.COM, VB.COM D SEC	
30	PRAVIN M	18C261	B.COM, VB.COM D SEC	
31	PREETHI C	18C262	B.COM, VB.COM D SEC	
32	PUNITHKUMAR S	18C263	B.COM, VB.COM D SEC	
33	RADHASHREE M	18C264	B.COM, VB.COM D SEC	
34	RAKESH CHOUDHARY K	18C265	B.COM, VB.COM D SEC	
35	RANJITH	18C267	B.COM, VB.COM D SEC	
36	RANJITHA B	18C268	B.COM, VB.COM D SEC	
37	REKHA R	18C269	B.COM, VB.COM D SEC	
38	SANJAY K	18C270	B.COM, VB.COM D SEC	
39	SHAESTHA U	18C273	B.COM, VB.COM D SEC	
40	SHILPA S	18C274	B.COM, VB.COM D SEC	



List of Participants

SI NO	NAME OF THE STUDENT	REG NUMBER	Course, Class, Section	Remarks
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2	DHANU SHREE R	18T004	B.COM, VB.COM E SEC	
3	GURURAGHAV K	18T006	B.COM, VB.COM E SEC	
4	JACOB KIRUPAKARAN J	18T007	B.COM, VB.COM E SEC	
5	JERIN MATHEW	18T009	B.COM, VB.COM E SEC	

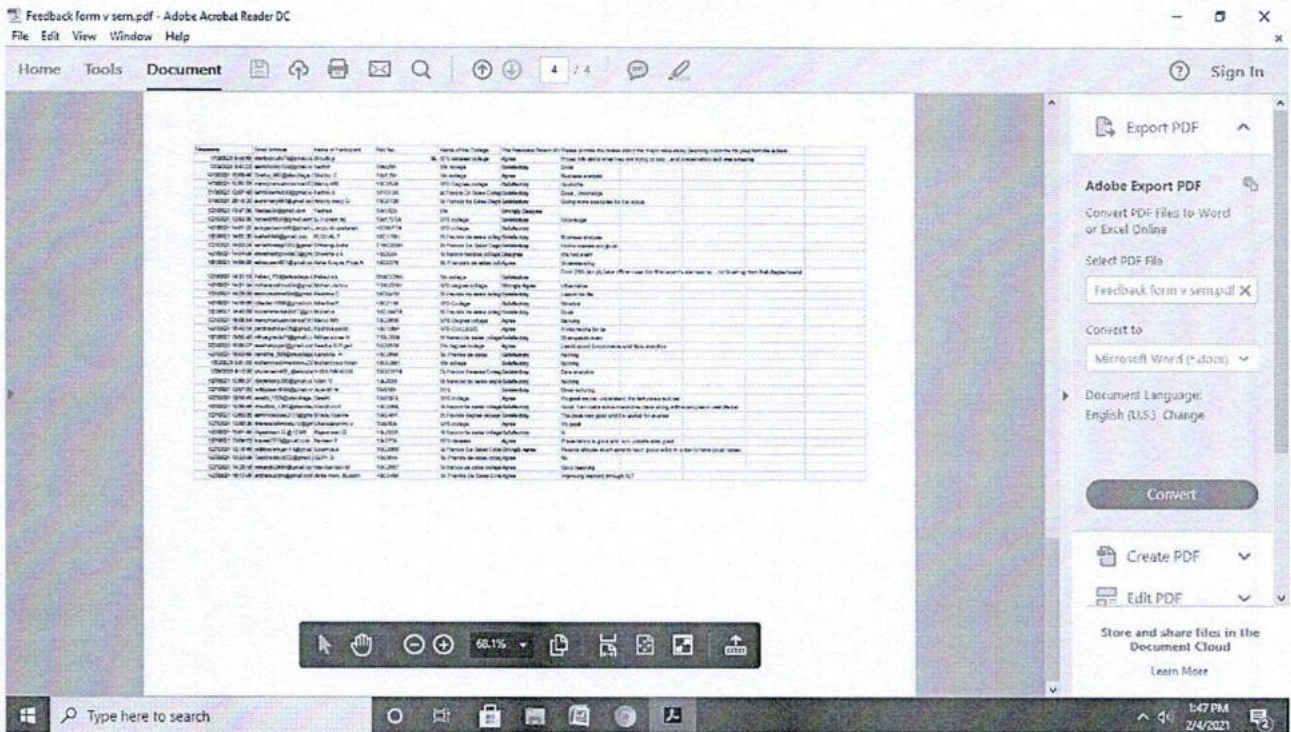
6	JISHNU K K	18T011	B.COM, VB.COM E SEC	
7	JOMON T J	18T012	B.COM, VB.COM E SEC	
8	KARTHIK S	18T013	B.COM, VB.COM E SEC	
9	MARGARET	18T014	B.COM, VB.COM E SEC	
10	MOHAMMAD KAUNAIN S	18T015	B.COM, VB.COM E SEC	
11	NAVEEN KUMAR S	18T016	B.COM, VB.COM E SEC	
12	NAVEEN M	18T017	B.COM, VB.COM E SEC	
13	NAYAN M	18T018	B.COM, VB.COM E SEC	
14	PAWAN M	18T019	B.COM, VB.COM E SEC	
15	POOJA M	18T020	B.COM, VB.COM E SEC	
16	PRADEEP B M	18T021	B.COM, VB.COM E SEC	
17	PRAKASH H	18T022	B.COM, VB.COM E SEC	
18	RAHUL ANTONY D COUTO	18T023	B.COM, VB.COM E SEC	
19	RAHUL KUMAR DAS	18T024	B.COM, VB.COM E SEC	
20	RANJITHKUMAR B	18T025	B.COM, VB.COM E SEC	
21	SACHIN SINGH	18T026	B.COM, VB.COM E SEC	
22	SANGEETHA S	18T027	B.COM, VB.COM E SEC	
23	AKHIL DEV E S	18T048	B.COM, VB.COM E SEC	
24	SANDEEP K R	18T049	B.COM, VB.COM E SEC	
25	SUMITH S	18T050	B.COM, VB.COM E SEC	
26	ANANDU KRISHNAN	18T051	B.COM, VB.COM E SEC	
27	NITHISH KUMAR M	18T052	B.COM, VB.COM E SEC	
28	MANOJ M	18T053	B.COM, VB.COM E SEC	
29	KIRAN KUMAR D S	18T054	B.COM, VB.COM E SEC	
30	SOWMYA C N	18T055	B.COM, VB.COM E SEC	
31	ARUN JOY	18T058	B.COM, VB.COM	



			E SEC	
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***Attach the excel generated from responses for feedback form**

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