REPORT ON INFINITY 2021- ONLINE GUEST LECTURE SERIES

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

Date: 12th January, 2021

Time: 10 A.M. to 11 A.M.

Venue/Online Platform: Zoom and You Tube

A Guest lecture session was held on 12th January, 2021 on the topic of "E-commerce and Data Analytics for Start-ups". This session was conducted for final year bcom students by the guest faculty Dr. Badrinath. M. N, Associate Professor, Imperial College of Management, Bangalore.

The session was held online on zoom and YouTube platforms. The objective of this guest lecture session, 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.

COORDINATOR
Research Cell
St. Francis de Sales College
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- The participant will be in a position to size up the concept of data analytics
- The participant shall be exposed to various applications and domains where analytics will come to play a central role.
- The participant shall be motivated to take up course regarding data analytics.

In this guest lecture session organised by department of commerce, first it was explained that what is Analytics and what is the difference between data and information. Business analytics is a modern concept which has gained more importance in the this 21st century. many multinational corporations are using data Analytics so as to increase its sales and consumer base.

The difference between business analytics and data Analytics was also explained. It is basically the study of statistics which the final year students have already learnt in their 1st and 2nd year. In business analytics and data Analytics we relate the science behind data and try to to analyse the domain through different software tools and increase profit and revenue of the business firm.

This session was attended by more than 2 50 students. The session was helpful for the students in order to understand the new concept of business analytics and data Analytics in order to improve their managerial skills for future business prospects.

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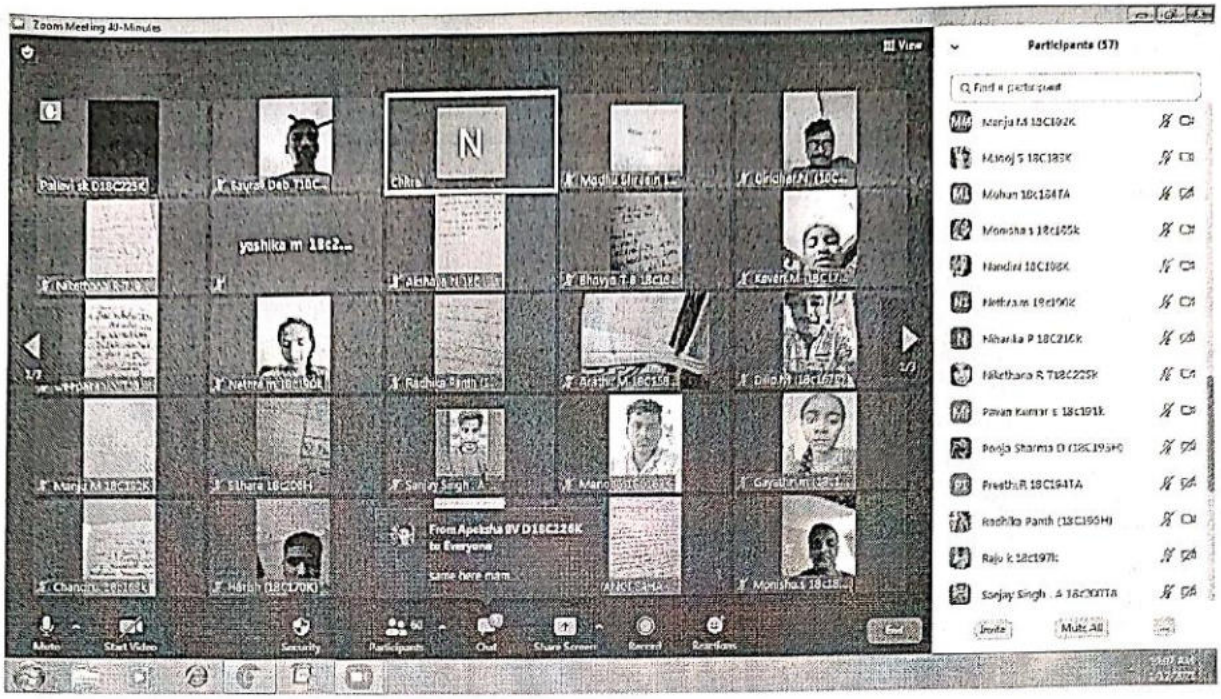

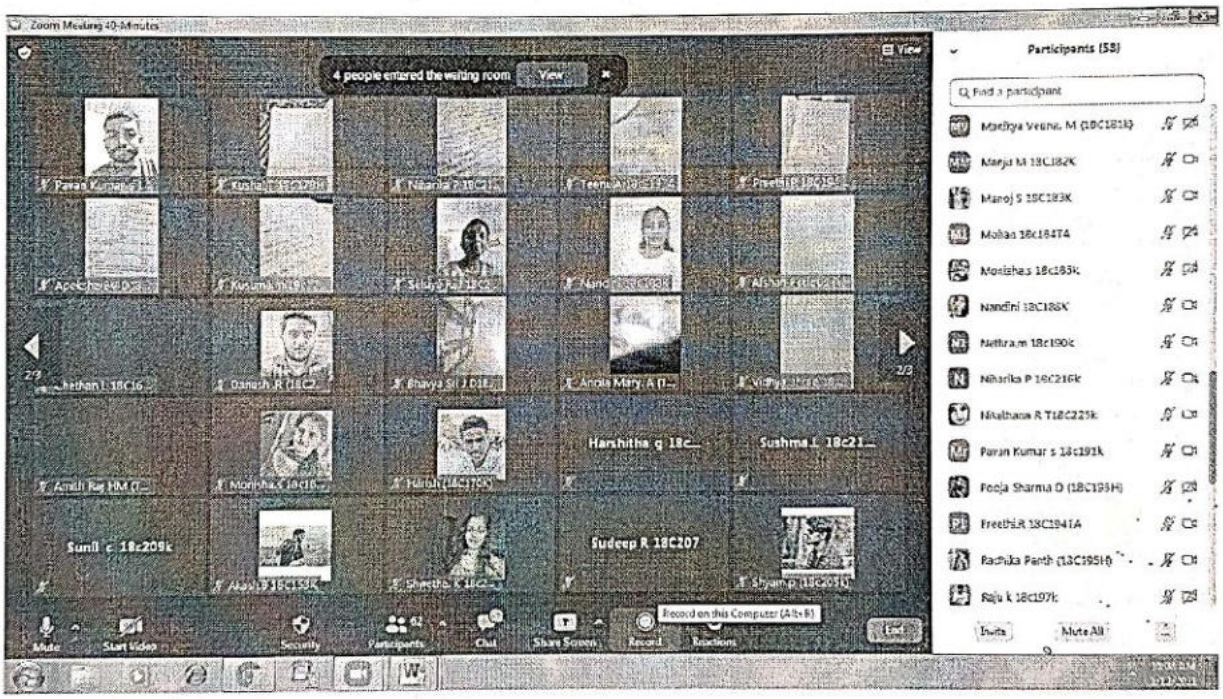

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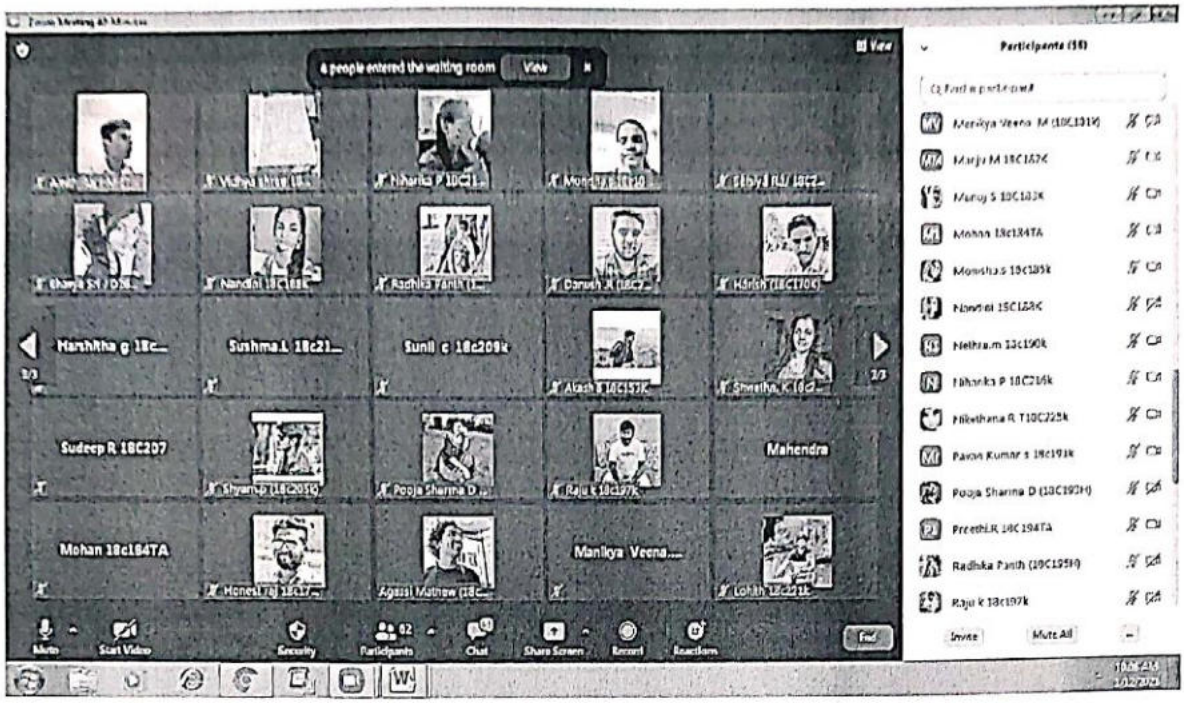

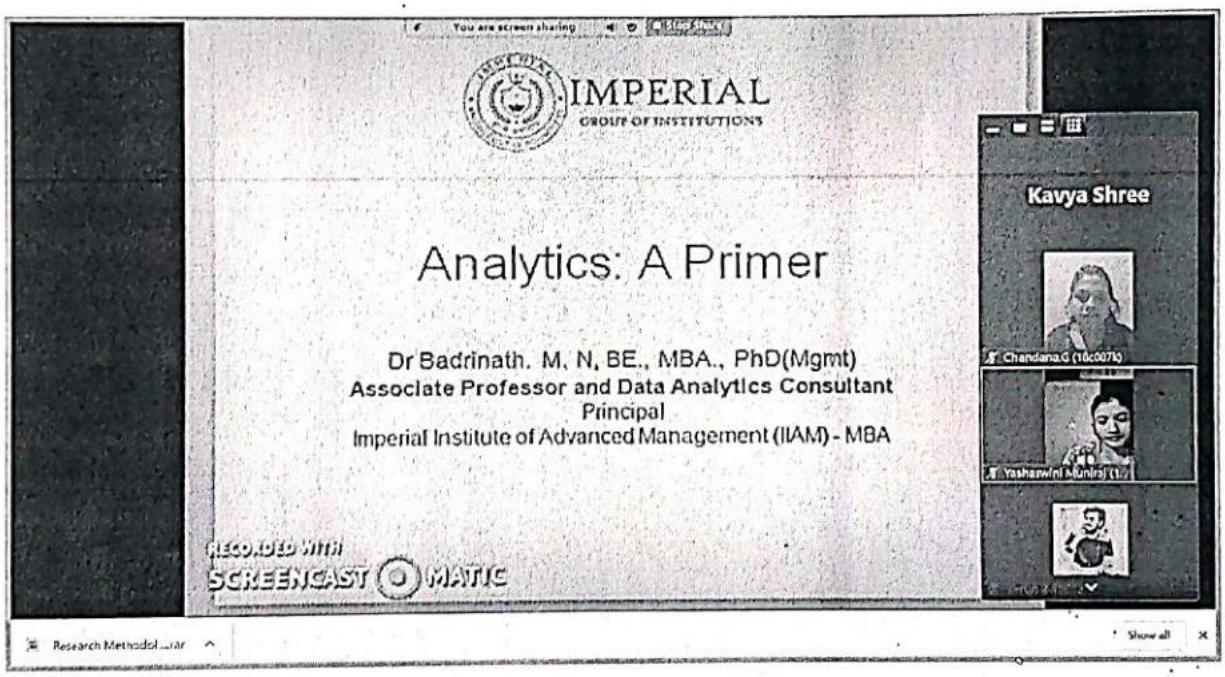

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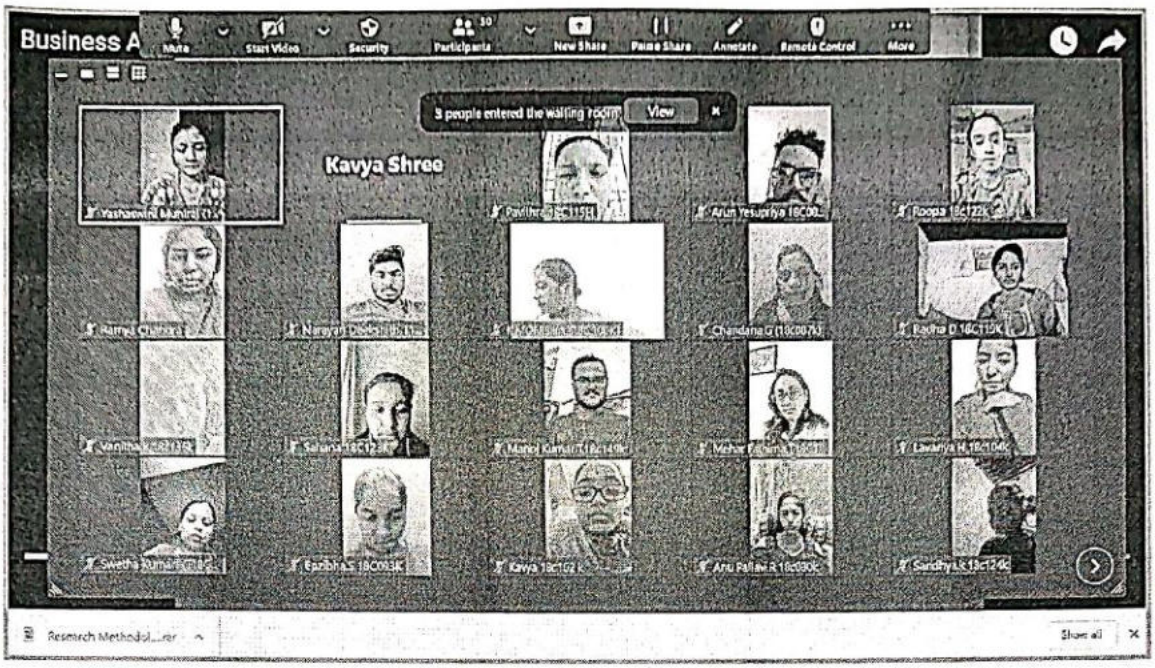

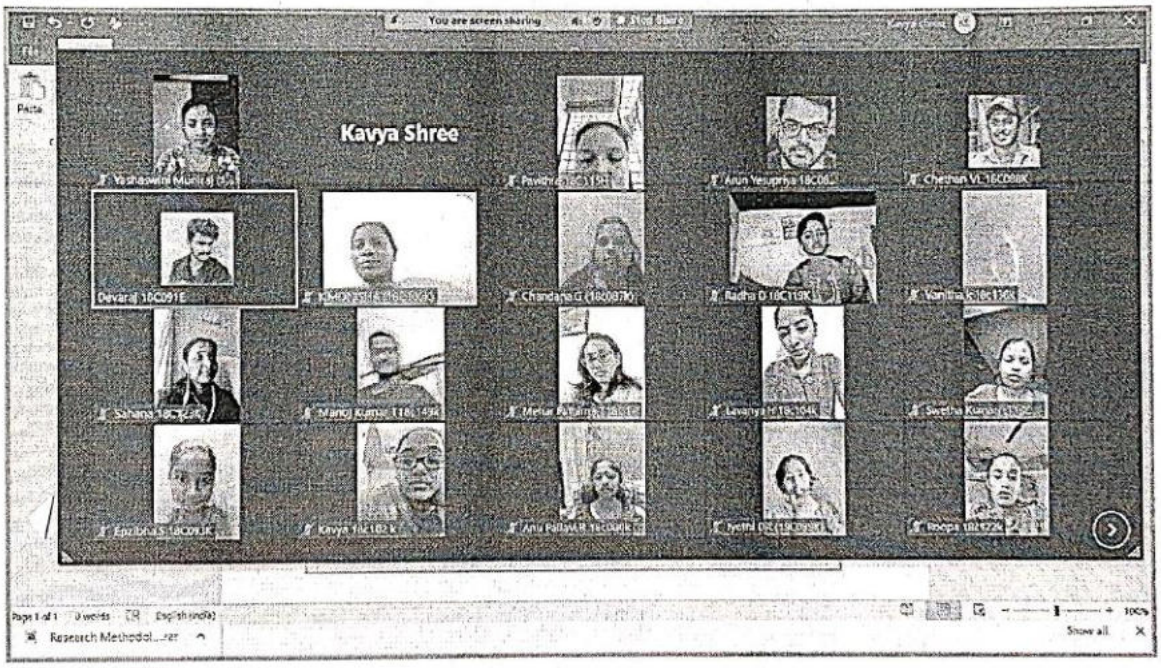

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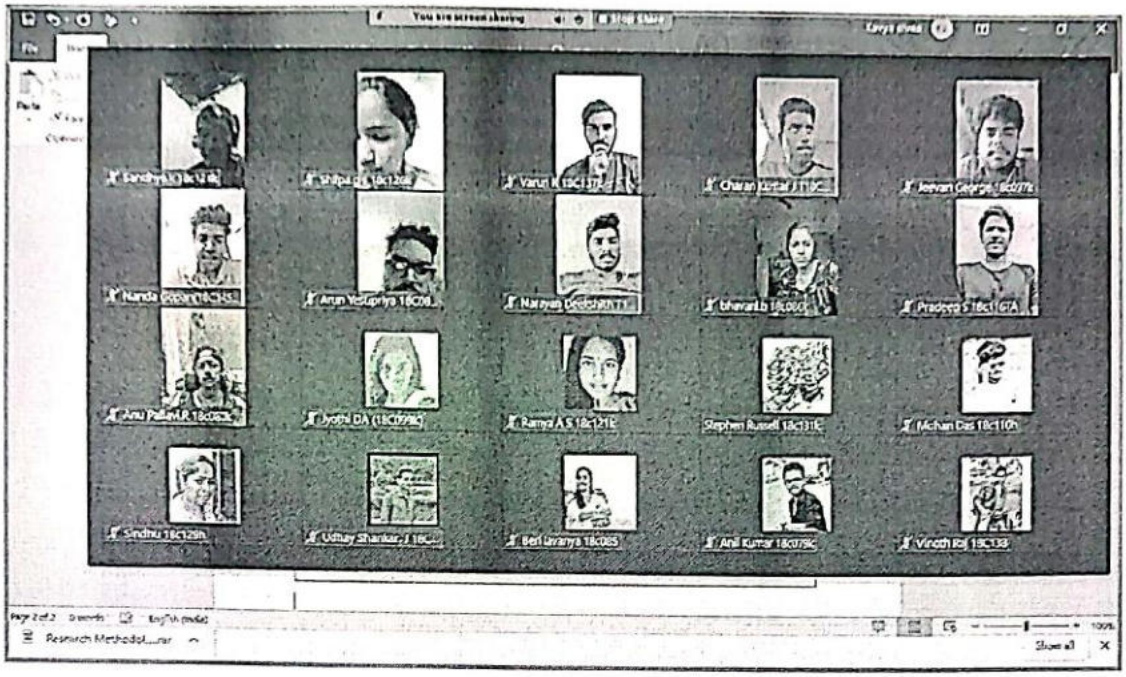

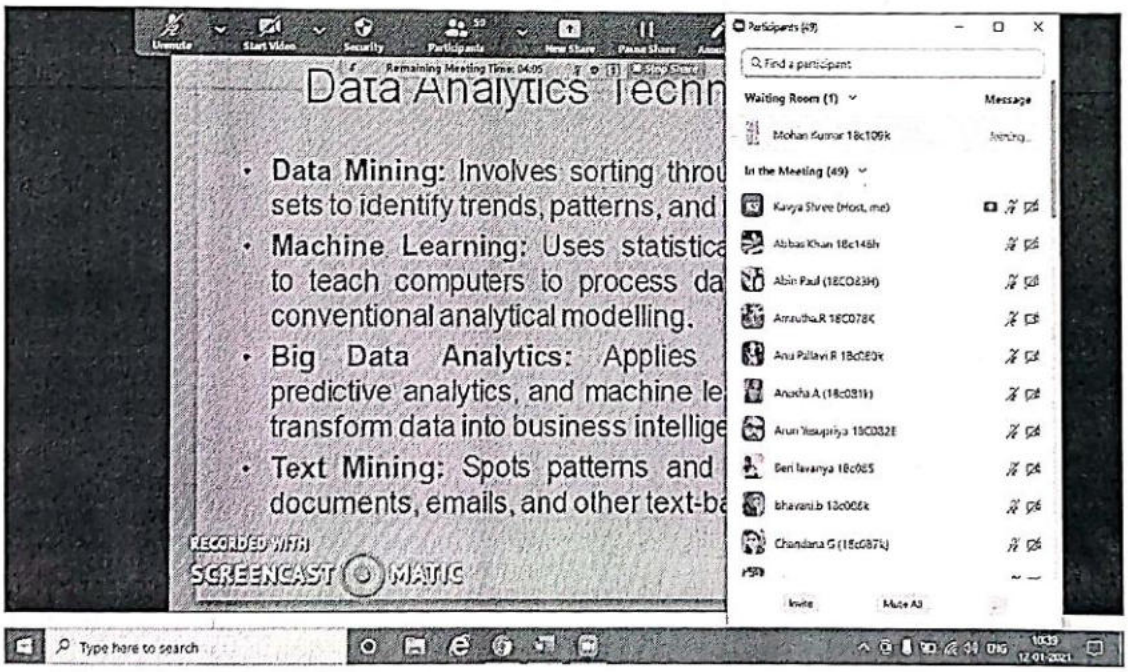

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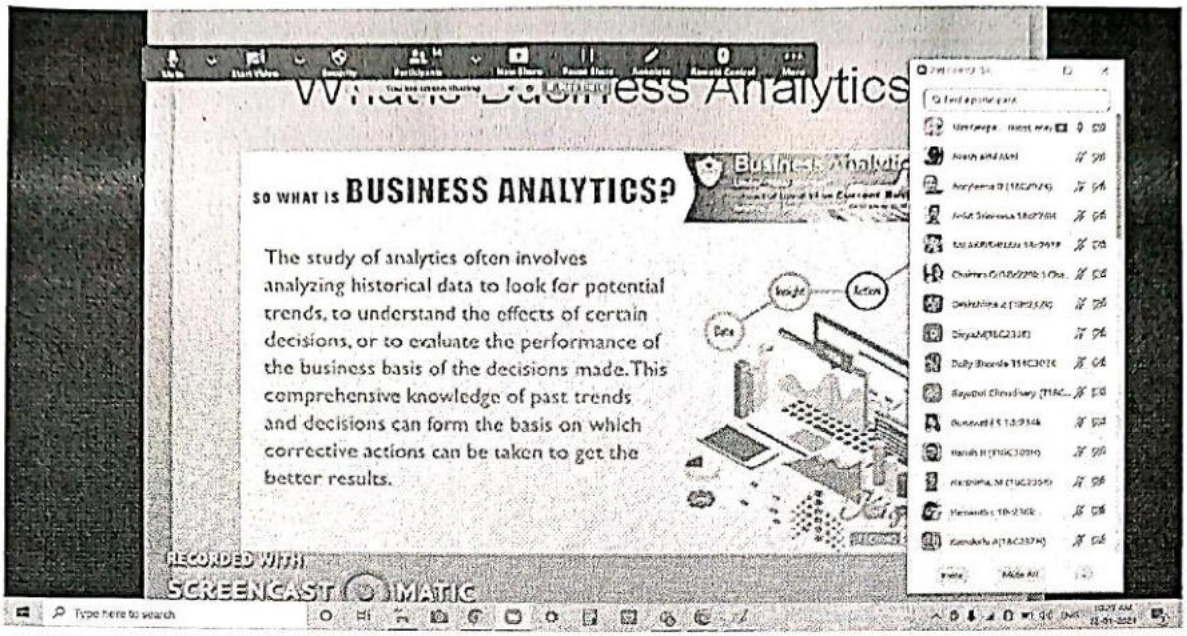

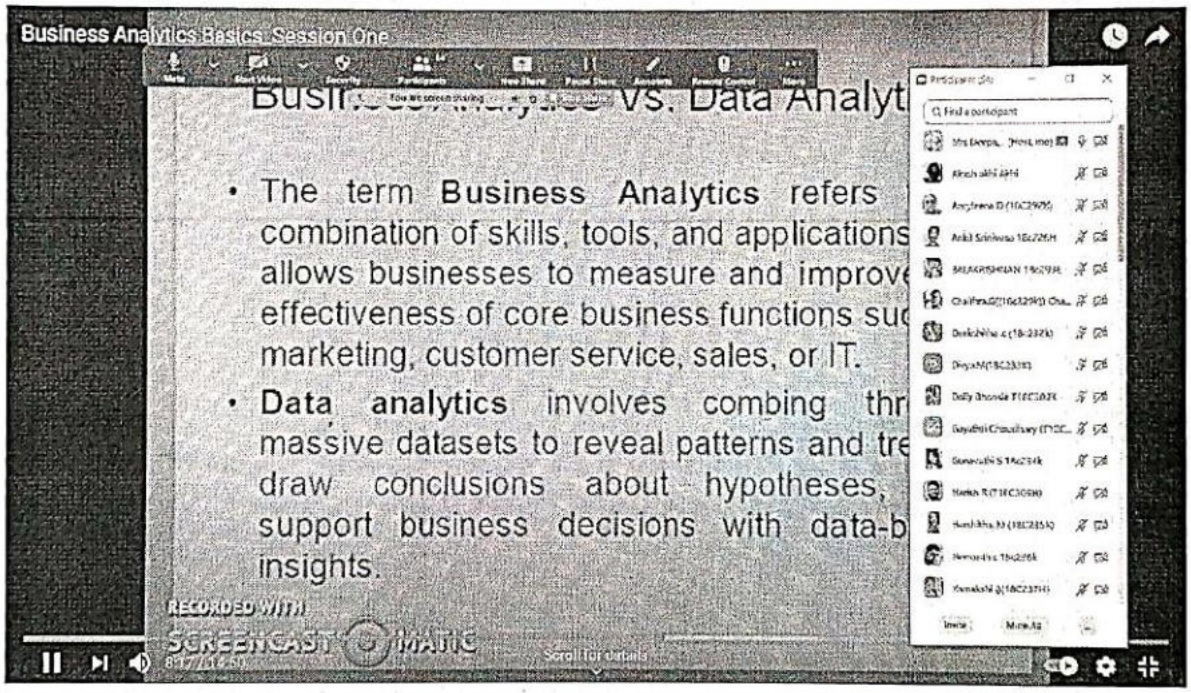

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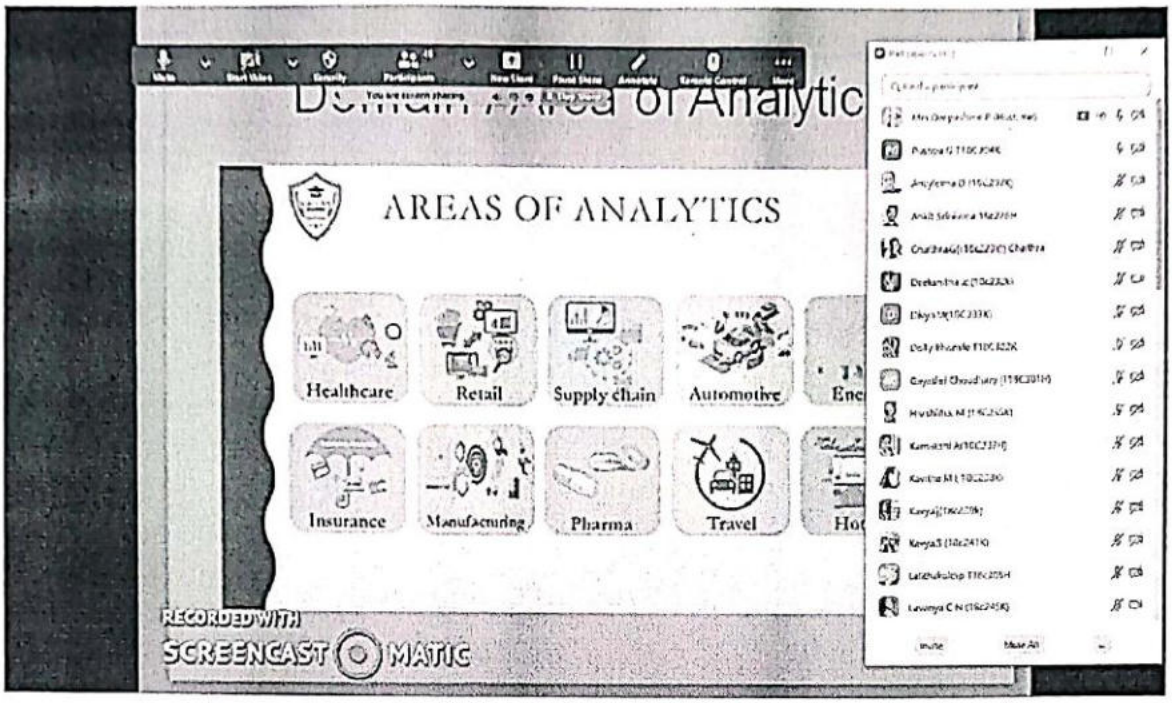

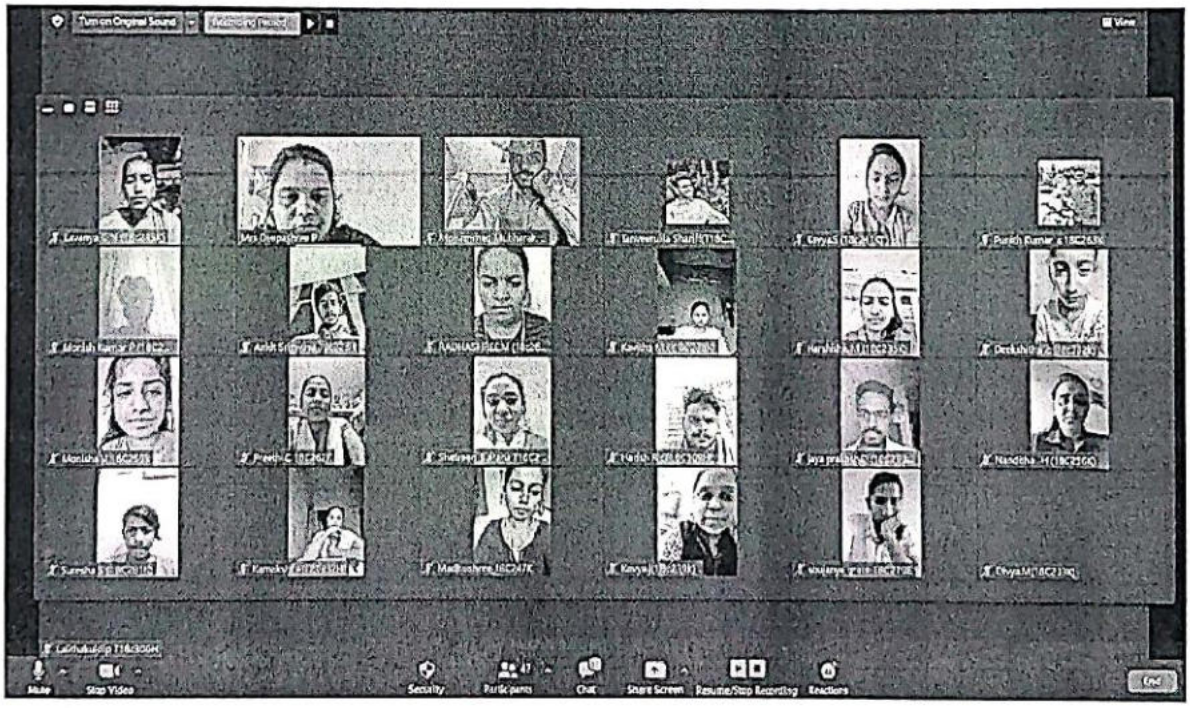

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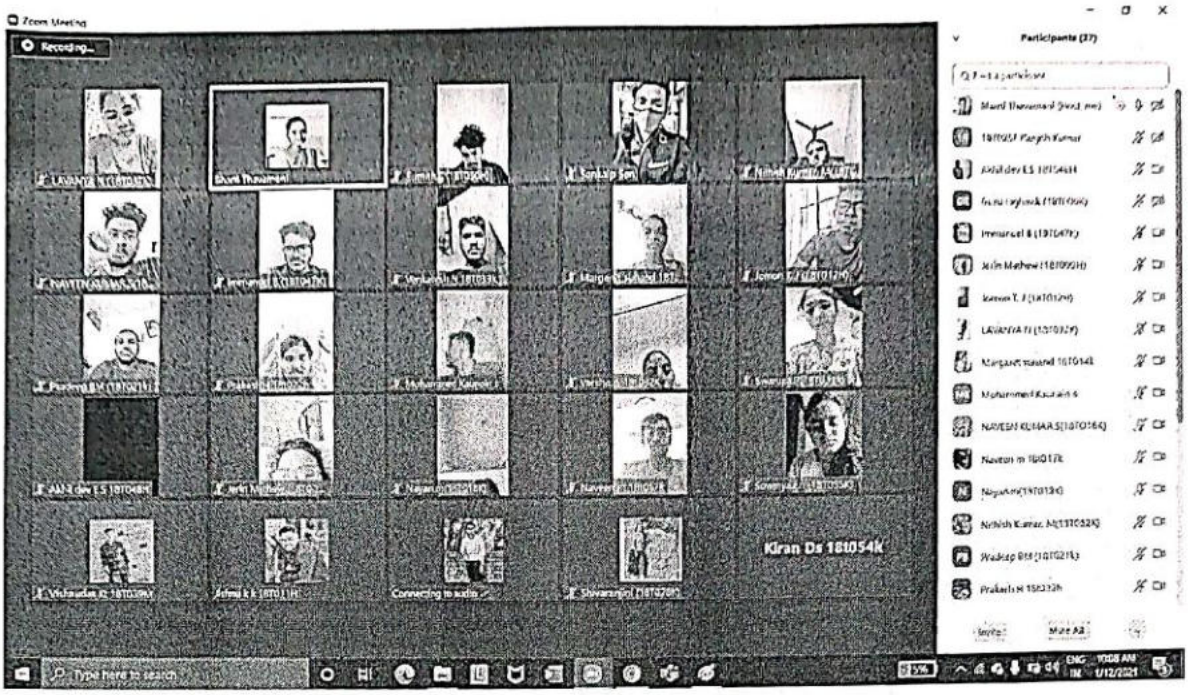

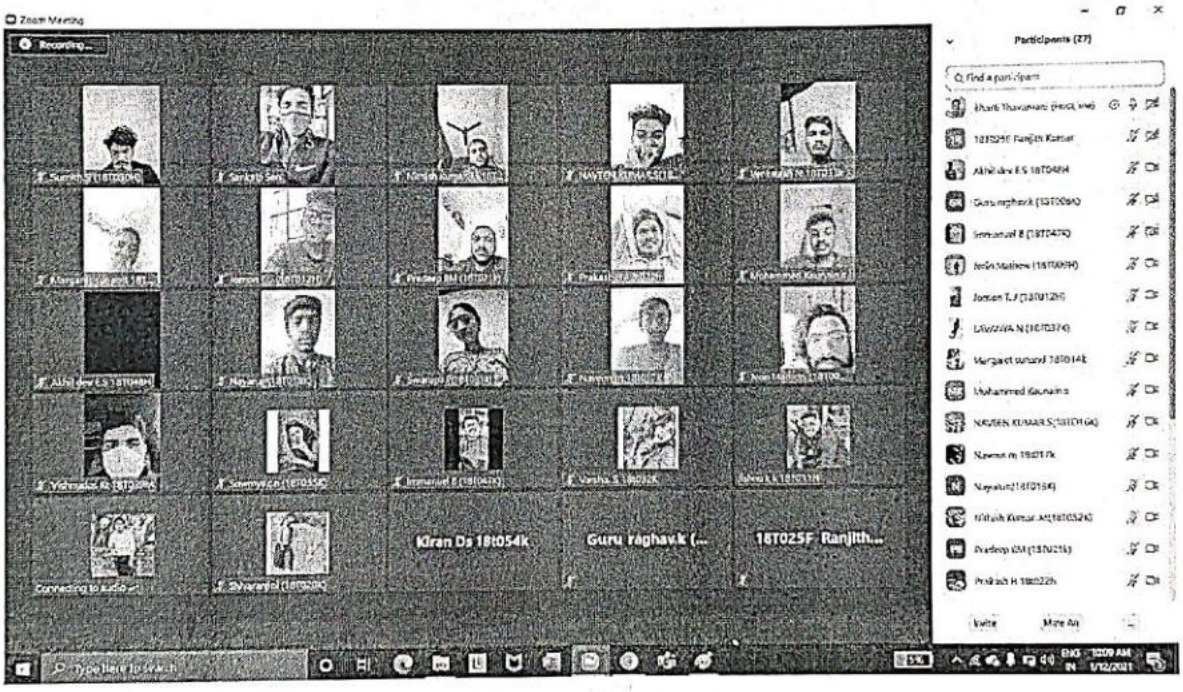

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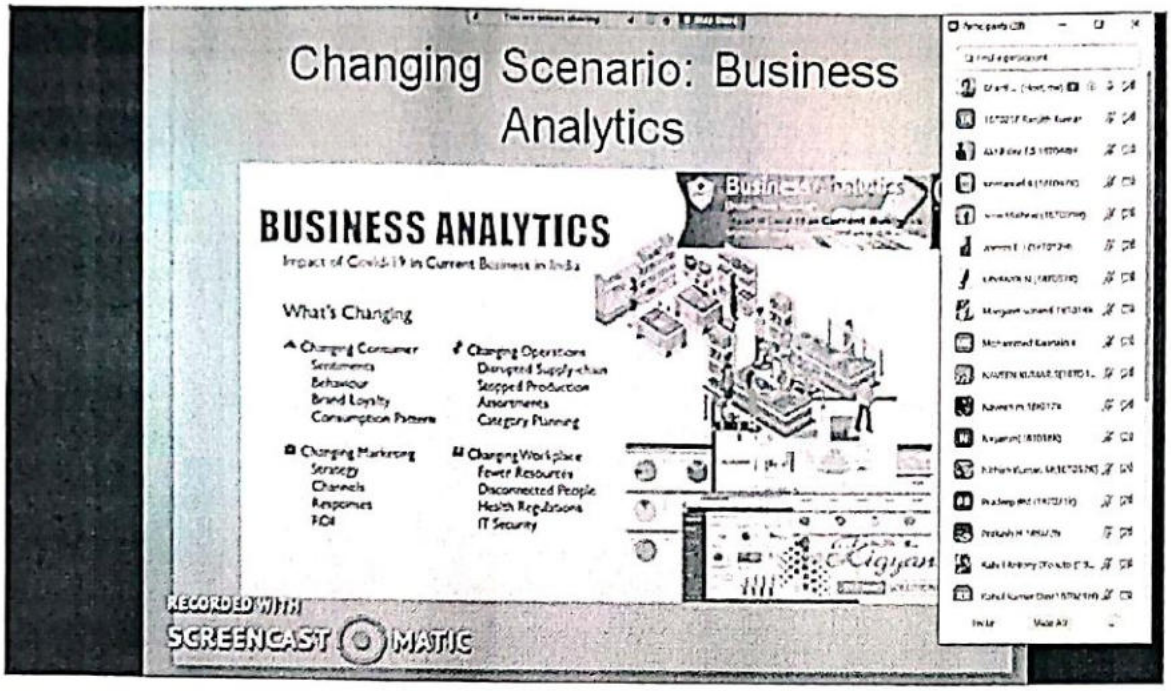

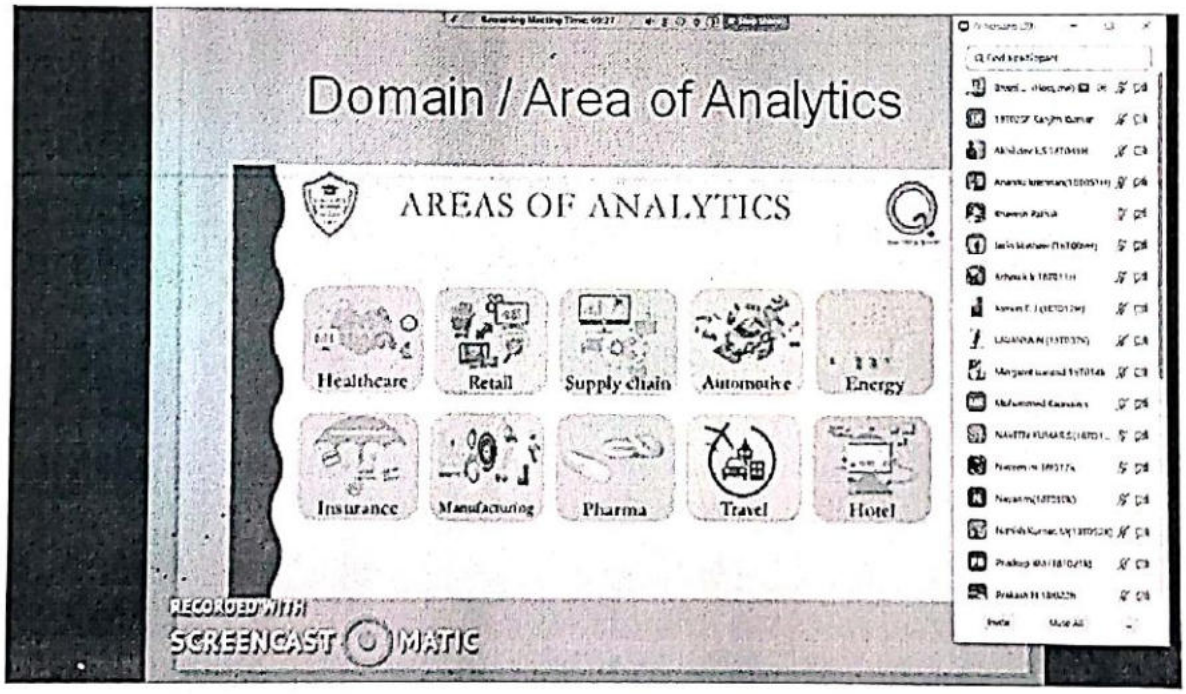

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40	SHILPA G S	18C126	B.COM, VB.COM B SEC	
41	SHIVAPPA K R	18C127	B.COM, VB.COM B SEC	
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51	PREM A	T18C148	B.COM, VB.COM B SEC	
52	MANOJ KUMAR C	T18C149	B.COM, VB.COM B SEC	
53	CHARAN KUMAR J	T18C150	B.COM, VB.COM B SEC	
54	MEHAR FATHIMA	T18C151	B.COM, VB.COM B SEC	
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23	KARTHIK S	18C175	B.COM, VB.COM C SEC	
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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	
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35	NAGENDRA P	18C187	B.COM, VB.COM C SEC	
36	NANDINI V	18C188	B.COM, VB.COM C SEC	
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38	PAVAN KUMAR S	18C191	B.COM, VB.COM C SEC	
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12	KAVYA S	18C241	B.COM, VB.COM D SEC	
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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	
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21	MEENA E	18C251	B.COM, VB.COM D SEC	
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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	

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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	

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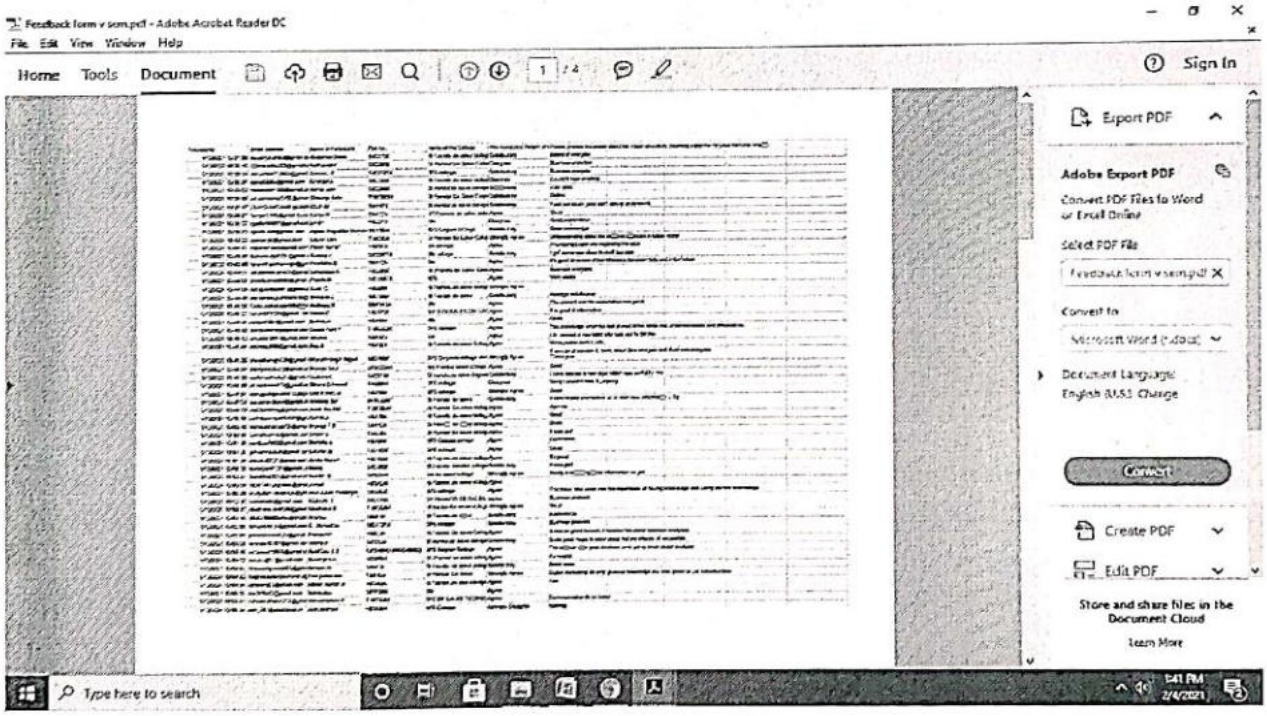
			E SEC	
32	SOMASHEKAR Y	18T059	B.COM, VB.COM E SEC	

*Attach the excel generated from responses for feedback form



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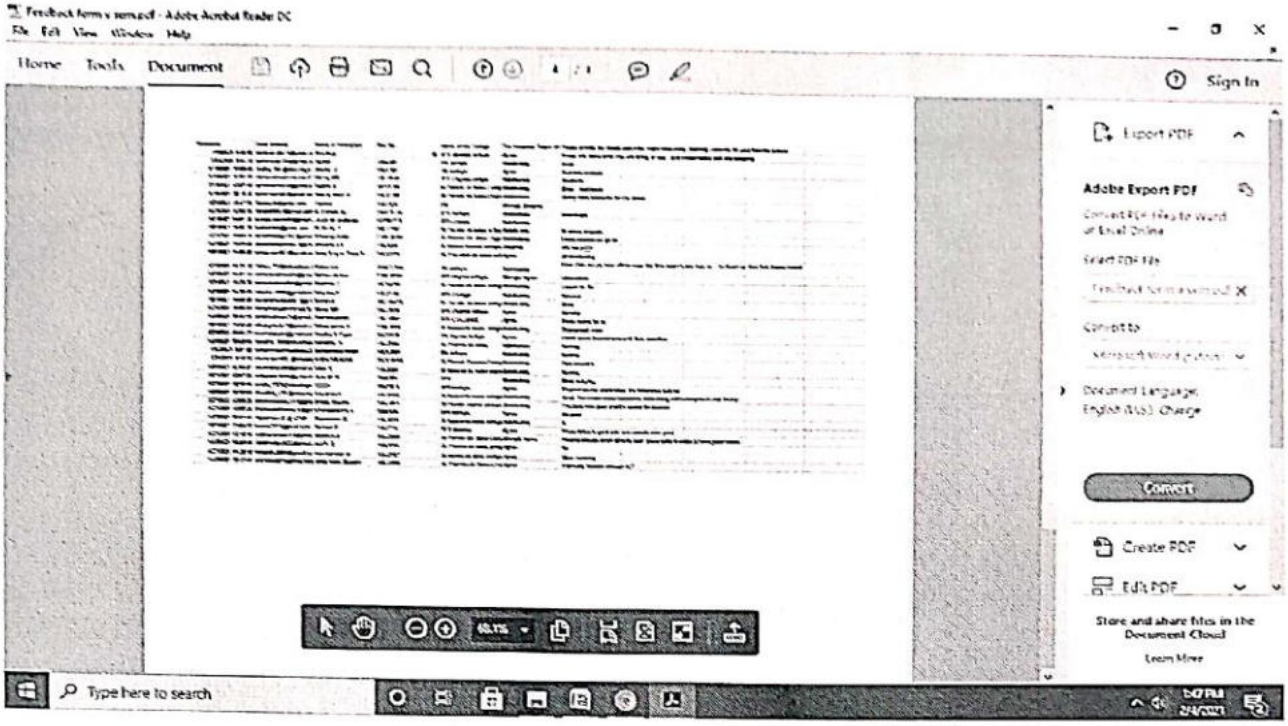

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