



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University | Electronics City, Bengaluru - 100

Accredited with NAAC "A" Grade || Recognised under 2(f) & 12(b) of the UGC Act  
A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## TWO DAY NATIONAL CONFERENCE ON ANALYTICS AND ARTIFICIAL INTELLIGENCE IN COMMERCE

**Organised by: department of commerce**

**Hosted By: St Francis De Sales College**

**On 7<sup>th</sup> Aug & 8<sup>th</sup> Aug 2019**

**(wed & Thu)**

**7<sup>th</sup> Aug 2019 (wed) Day 1**

**08.45 am – 10.45 am inaugural session**

**(Mrs .Ashwin Karthik)**

### Profile of resource person

CHRMF – Certified Human Resource Management Professional with 11+ years of experience in multiple Administrative and Leadership positions

Digital Marketing trainer – Ashwini is certified by Digital Academy 360, a Google Partner, for successfully completing the “Advanced Digital Marketing Certification Program” which included working on live projects and case studies. She is also certified by DigiTechniks for successful completion of the “Integrated Digital Marketing Certification Program”. Ashwini also has to her credit, certifications from Google for completing the “Google AdWords Search” and “Display Network” certifications. She has a certificate of course completion from Udemy for “Building a Facebook Chabot in Chat fuel”. She is also certified by IBM on “How to build a Chabot without coding” program on Blue mix platform using Watson Conversation.

*About the seminar ....*

Many everyday influences of artificial intelligence are altering the way our daily lives look. If someone from the 1950s travelled through time and arrived in 2019, they would marvel at the way we use our smartphones to navigate around town, how virtual digital assistants such as Alexa and Cortana respond to our queries and would be baffled by our addiction to social media channels such as Facebook, Instagram and Twitter.

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What is now normal to us and powered by AI, would be utterly foreign to our friend from the past. There's no doubt that artificial intelligence is an integral part of our daily lives.

Our financial institutions, legal institutions, media companies and insurance companies are all figuring out ways to use artificial intelligence to their advantage. From fraud detection to writing news storeys with natural language processing and reviewing law briefs, AI's reach is extensive.

Business analytics is the process of using quantitative methods to derive meaning from data in order to make informed business decisions.

There are three primary methods of business analysis:

Descriptive: The interpretation of historical data to identify trends and patterns

Predictive: The use of statistics to forecast future outcomes

Prescriptive: The application of testing and other techniques to determine which outcome will yield the best result in a given scenario

**10.45 am – 11.15 am Inaugural Session**

**11.15 am -11.30 am Tea Break**

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**11.30 am – 01.30 pm Technical Session 1**

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Mrs .Ashwin Karthik

Descriptive: The interpretation of historical data to identify trends and patterns in business

Business analytics can be a valuable resource when approaching an important strategic decision.

How to interpret and make data analysis case study of : When ride-hailing company Uber upgraded its Customer Obsession Ticket Assistant (COTA) in early 2018—a tool that uses machine learning and natural language processing to help agents improve their speed and accuracy when responding to support tickets—it used prescriptive analytics to examine whether the new iteration of the product would be more effective than its initial version.

Through business analytics—a method of comparing the outcomes of two different choices—the company was able to determine that the updated product led to faster service, more accurate resolution recommendations, and higher customer satisfaction scores. These insights not only streamlined Uber's ticket resolution process, but saved the company millions of dollars. The entire discussion was based on uber case study



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**01.30 pm - 02.15 pm Lunch**

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02.15 pm - 02.30 pm transform your practice with the cloud –

## 02.30 pm – 04.30 pm Technical Session 2

Predictive: The use of statistics to forecast future outcomes and prevention of operation cost  
8<sup>th</sup> Aug 2019 (Tuesday) Day 2

## 09.30 am – 11.00 am Technical Session 3

Beyond financial gains, analytics can be used to fine-tune business operations.

In a recent [KPMG report](#) on emerging trends in infrastructure, it was found that many firms are now using predictive analytics to anticipate maintenance and operational issues before they become larger problems.

A mobile network operator surveyed noted that it leverages data to foresee outages seven days before they occur. Armed with this information, the firm can prevent outages by more effectively timing maintenance, enabling it to not only save on operational costs, but ensure that it's keeping assets at optimal performance levels.

## 11.00 am – 11.15 am Tea Break

## 11.15 am – 12.45 pm Technical Session 3 continues

**Prescriptive: The application of testing and other techniques to determine best marketing outcomes which outcome will yield the best result in a given scenario**

The more technology develops, the more time and budget CMOs are allocating to understanding the performance and growth influence of their marketing efforts. In fact, a recent survey predicted spending in the area will increase by 200% in the next three years. Marketing teams can often struggle to demonstrate credibility, but the adoption of strategic marketing analytics can make it easier to show your marketing endeavours' ROI.

Marketing analytics is the practice of managing and studying metrics data in order to determine the ROI of marketing efforts like calls-to-action (CTAs), blog posts, channel performance, and thought leadership pieces, and to identify opportunities for improvement.

By tracking and reporting on business performance data, diagnostic metrics, and leading indicator metrics, marketers will be able to provide answers to the analytics questions that are most vital to their stakeholders.

12.45 pm – 01.30 pm Lunch

01.30 pm - 04.30 pm Technical Session 4

## Seminar outcome

Seminar outcomes: Upon successful completion of this program, the student shall be able to:  
1) Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations.

2) Apply basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning.

3) Demonstrate awareness and a fundamental understanding of various applications of AI techniques in intelligent agents, expert systems, artificial tools.

Co-ordinator  
Internal Quality Assessment Cell  
St Francis de Sales College  
Electronics City Post, Bangalore - 560 100.

  
**PRINCIPAL**  
St. Francis de Sales College  
Electronics City Post, Bangalore - 560 100



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## ATTENDANCE SHEET

EVENT NAME :ANALYTICS AND ARTIFICIAL INTELLIGENCE IN COMMERCE

CLASS:COMMERCE DEPARTMENT

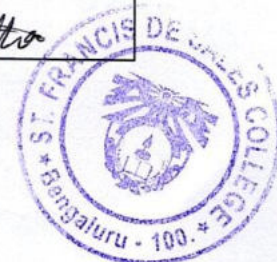
DATE:7/08/2019 to 8/08/2019

### RESOURCE PERSON

SL.NO	NAME	UUCMS REG.NO	Signature
1	MEENAKSHI T	U03MB22C0001 K	
2	KEERTHANA N (NARAYANA SWAMY S)	U03MB22C0006K	
3	RANJITHA V	U03MB22C0010 K	
4	SHIVARAM VASISTA H D	U03MB22C0018 K	
5	H M SRILAKSHMI	U03MB22C0028 K	
6	SWATHI S	U03MB22C0033 K	
7	BRUNDA T J	U03MB22C0035 K	
8	MANOJ H J	U03MB22C0041 K	
9	KAVYASHREE M	U03MB22C0043 K	
10	DEEPAK P	U03MB22C0047 K	
11	MADAPPA N S	U03MB22C0048 K	
12	NIKITHA S	U03MB22C0050 K	
13	MUKUL M	U03MB22C0052 K	



14	JAISHREE M	U03MB22C0057 K	Jaishree M
15	MOHAN KUMAR M	U03MB22C0060 K	Mohan
16	VISHNUSHREE RS	U03MB22C0061 K	Vishnu
17	GAGAN GANESH	U03MB22C0064 K	Gagan G
18	MEENAKSHI V	U03MB22C0067 K	Meenakshi
19	CHANDANA S	U03MB22C0068 K	Chandana
20	BANU PRIYA M	U03MB22C0069 K	Banu Priya
21	KAVYA S	U03MB22C0076 K	Kavya S
22	DARSHAN M A	U03MB22C0082 K	Darshan
23	S P VARNAPRIYA	U03MB22C0084 K	SP Varnapriya
24	DEEPIKA K (KRISHNA.R)	U03MB22C0086 K	Deepika
25	VIJAY BHATRACHAR P V	U03MB22C0093 K	Vijay
26	YOGESH R	U03MB22C0099 K	Yogesh R
27	BINDHU V	U03MB22C0105 K	Bindhu
28	PUNITH KUMAR A	U03MB22C0107 K	Punith
29	HARSHITHA V (VENKATESH V)	U03MB22C0110 K	Harshitha
30	NAVYA R	U03MB22C0112 K	Navya
31	MADHUSHREE M	U03MB22C0119 K	Madhu
32	SHILPA V	U03MB22C0131 K	Shilpa
33	SHILPASHREE M	U03MB22C0134 K	Shilpa
34	VINUTHA M	U03MB22C0144 K	Vinutha



35	TEJASHWINI V	U03MB22C0145 K	Tejashwini
36	LAVANYA R	U03MB22C0150 K	Lavanya
37	CHANDANA R	U03MB22C0153 K	Chandana
38	NETHRA V	U03MB22C0167 K	Nethra
39	UDAY A	U03MB22C0172 K	Uday
40	CHAITANYA K	U03MB22C0178 K	Chaitanya
41	NAVYA SHREE S	U03MB22C0180 K	Navya
42	ATHENA VARGHESE	U03MB22C0182 K	Athena
43	PRUTHVI KUMAR G K	U03MB22C0187 K	Pruthvi
44	KUSHALI P M	U03MB22C0190 K	Kushali
45	VINUTHA S	U03MB22C0194 K	Vinutha
46	VIJAYA LAKSHMI P	U03MB22C0196 K	Vijaya
47	HEMANTH S L	U03MB22C0197 K	Hemant
48	NETHRAVATHI B M	U03MB22C0204 K	Nethravathi
49	KOUSALYA V	U03MB22C0209 K	Kousalya
50	MANJUNATH J	U03MB22C0210 K	Manjunath
51	K ARUNKUMAR	U03MB22C0213 K	K. AR.
52	NANDANKUMAR M	U03MB22C0214 K	Nandan
53	ERIC ANTON BALASINGAM S	U03MB22C0221 K	Eric Anton
54	VAMSHI M	U03MB22C0223 K	Vamsi
55	VIDYASHREE V	U03MB22C0225 K	Vidyaashree
56	KARTHIK H V	U03MB22C0232 K	Karthik H.V



57	MYTHRI N	U03MB22C0237 K	Mythri N
58	PRAVEEN ROYAL A	U03MB22C0240 K	Praveen
59	KALYAN B	U03MB22C0244 K	Kalyan B
60	JAISHAKTHI M	U03MB22C0246 K	Jaishakthi
61	VARSHA C	U03MB22C0249 K	Varsha
62	SAGAR ILY	U03MB22C0259 K	Sagar
63	MAHALAKSHMI B	U03MB22C0263 K	Maha Lakshmi
64	AKSHAY R A	U03MB22C0264 K	Akshay
65	BHAVYA N	U03MB22C0270 K	Bhavya
66	NAVEEN R	U03MB22C0274 K	Naveen
67	BAJIO B	U03MB22C0276 K	Bajio
68	DEEPIKA N	U03MB22C0278 K	Deepika
69	VINUSHREE A	U03MB22C0285 K	Vinu
70	R KUSHAL REDDY	U03MB22C0294 K	Kushal
71	JAIKIRAN V	U03MB22C0301 K	Jaikiran
72	SHUBHA S Y	U03MB22C0305 K	Shubha
73	YASHWANTH B	U03MB22C0320 K	Yashwanth
74	ALIZA VARGHESE	U03MB22C0323 K	Aliza
75	KIRANA GADEKARA	U03MB22C0335 K	Kirana
76	UMA R	20NCCOM001	Uma R
77	AISHWARYA B	20NCCOM002	Aishwarya
78	AKSHAYA	20NCCOM003	Akshaya
79	BHUVANESHWARI C	20NCCOM004	Bhuvaneshwari
80	BRUNDA	20NCCOM005	Brunda



81	DEEPIKA G	20NCCOM006	Deepika
82	DILEEP K	20NCCOM007	dileep
83	GANESH K M	20NCCOM008	Ganesh
84	HARSHA D	20NCCOM009	harsha
85	HARSHITHA R	20NCCOM010	Harshitha
86	IMPANA K	20NCCOM011	Impana
87	KIRAN CHOWRAPPA A	20NCCOM012	Kiran
88	KRISHNAVENI K	20NCCOM013	Krishnaveni
89	LEKHASHREE C	20NCCOM014	lekhashree
90	M BHAVANA	20NCCOM015	ma
91	MADHUSUDHAN G	20NCCOM016	madhu
92	MANOJA M	20NCCOM017	Manoj A.
93	MEGHASHREE P	20NCCOM018	Meghashree
94	NANDITHA M	20NCCOM019	Nandi
95	NAVVENA N	20NCCOM020	Navena
96	NETRAVATHI M	20NCCOM021	netravathi
97	PRAGNYA B	20NCCOM022	Pragnya
98	PREMA C	20NCCOM023	Prema
99	PUSHPALATHA T N	20NCCOM024	Pushp
100	RAKSHITHA A	20NCCOM025	Rakshitha
101	RENUKESH Y	20NCCOM026	Renukesh
102	ROHINI G	20NCCOM027	Rohini
103	ROOPESH K	20NCCOM028	Roopesh
104	S JERIN LAWRENCE	20NCCOM029	Jerin
105	SAJIN BIJI	20NCCOM030	Sajnu
106	SAVITHA G	20NCCOM031	Savitha
107	SHREEKANTH K	20NCCOM032	Shreekanth
108	SHEWATHA P	20NCCOM033	Shewatha
109	UPANISHA S	20NCCOM034	Upanisha
110	VADDOLLA SRAVAN KUMAR	20NCCOM035	Vaddolla
111	VANDHANA S	20NCCOM036	vandhana
112	VIMAL DEEPA A	20NCCOM037	vimal
113	VINITHA JENNIFER M	20NCCMD003	vinitha
114	ARUN KUMAR A	20NCCMD004	Arun Kumar
115	BABY NISHA.D	20NCCMD005	Baby
116	EDWARD BERNARD ANTHONY SEQUEIRA	20NCCMD006	eduard Bernard

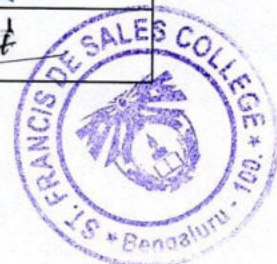




117	GUNA SHEKAR.C	20NCCMD007	Guna.
118	IMRAN HUSSAIN	20NCCMD008	Imran
119	IRANNA UMESH GOOLI	20NCCMD009	Iranna.
120	IROIDIBE	20NCCMD010	Iroidibe
121	KEERTHANA R	20NCCMD011	Keerthana. R.
122	KENCHAPPA GARI LATHA	20NCCMD012	Kenchappa
123	KIRAN KUMAR.J	20NCCMD013	Kiran.
124	MADHUMITHA K B	20NCCMD014	Madhumitha
125	MAHESH P	20NCCMD015	Mahesh
126	MANOJ KUMAR N	20NCCMD016	Manoj
127	MEERA LAKSHMI M	20NCCMD017	Meera
128	PAVAN KUMAR G	20NCCMD018	Pavan.
129	PRADEEP.D	20NCCMD019	Pradeep
130	RAMYA.A	20NCCMD020	Ramy a
131	RAMYA.R	20NCCMD021	Ramy a.
132	RANJITHA	20NCCMD022	Ranjitha.
133	ROHAN REDDY.R	20NCCMD023	Rohan.
134	TENITH S	20NCCMD024	Tenith
135	SERA JOSEPH	20NCCMD025	Sera.
136	SUKESH.H.M	20NCCMD026	Sukesh.
137	SUNAINA SRIVASTAV	20NCCMD027	Sunaina.
138	THARUN.R	20NCCMD028	Tharun
139	UPMA SINGH	20NCCMD029	Upma.
140	VISHWA PRATAP SINGH	20NCCMD030	Vishwa
141	YASHAS	20NCCMD031	Yashas
142	HAARIS ALI WANI	20NCCMD032	Haaris
143	JOSHUA ABRAHAM GEORGE	20NCCMD033	Joshua
144	KAPIL	20NCCMD034	Kapil
145	MOON GAUNIYAL	20NCCMD035	MOON
146	NISHANT SINGH	20NCCMD036	Nishant
147	DILEEP K	20NCCOM007	Dileep
148	GANESH K M	20NCCOM008	Ganesh
149	HARSHA D	20NCCOM009	Harsha.



150	HARSHITHA R	20NCCOM010	<del>Harshitha</del>
151	IMPANA K	20NCCOM011	impan
152	KIRAN CHOWRAPPA A	20NCCOM012	kiran
153	KRISHNAVENI K	20NCCOM013	Krishnaveni
154	LEKHASHREE C	20NCCOM014	
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163	PREMA C	20NCCOM023	prema. C.
164	PUSHPALATHA T N	20NCCOM024	<del>Pushpa</del>
165	RAKSHITHA A	20NCCOM025	Rakshitha. A.
166	RENUKESH Y	20NCCOM026	Renukesh
167	ROHINI G	20NCCOM027	<del>Rohini</del>
168	ROOPESH K	20NCCOM028	Roopesh.
169	S JERIN LAWRENCE	20NCCOM029	S jerin lawrence
170	SAJIN BIJI	20NCCOM030	Sajin
171	SAVITHA G	20NCCOM031	<del>Savitha</del>
172	SHREEKANTH K	20NCCOM032	
173	SHEWATHA P	20NCCOM033	Shewantha
174	UPANISHA S	20NCCOM034	
175	VADDOLLA SRAVAN KUMAR	20NCCOM035	Vadd
176	VANDHANA S	20NCCOM036	
177	VIMAL DEEPA A	20NCCOM037	vimal
178	VINITHA JENNIFER M	20NCCMD003	vinitha
179	ARUN KUMAR A	20NCCMD004	<del>Arun</del>
180	BABY NISHA.D	20NCCMD005	
181	EDWARD BERNARD ANTHONY SEQUEIRA	20NCCMD006	<del>Edward</del>
182	GUNA SHEKAR.C	20NCCMD007	
183	IMRAN HUSSAIN	20NCCMD008	Imran
184	IRANNA UMESH GOOLI	20NCCMD009	Iranna



185	IROIDIBE	20NCCMD010	Iroidibe
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187	KENCHAPPA GARI LATHA	20NCCMD012	kenchappa
188	KIRAN KUMAR.J	20NCCMD013	<del>Kiran</del>
189	MADHUMITHA K B	20NCCMD014	madhumitha
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191	MANOJ KUMAR N	20NCCMD016	manoj
192	MEERA LAKSHMI M	20NCCMD017	meera lakshmi
193	PAVAN KUMAR G	20NCCMD018	Pavan
194	PRADEEP.D	20NCCMD019	Pradeep
195	RAMYA.A	20NCCMD020	Ramyaa
196	RAMYA.R	20NCCMD021	Ramyaa
197	RANJITHA	20NCCMD022	Ranjitha
198	ROHAN REDDY.R	20NCCMD023	Rohan
199	TENITH S	20NCCMD024	Tenitha
200	SERA JOSEPH	20NCCMD025	Sera

