



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

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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

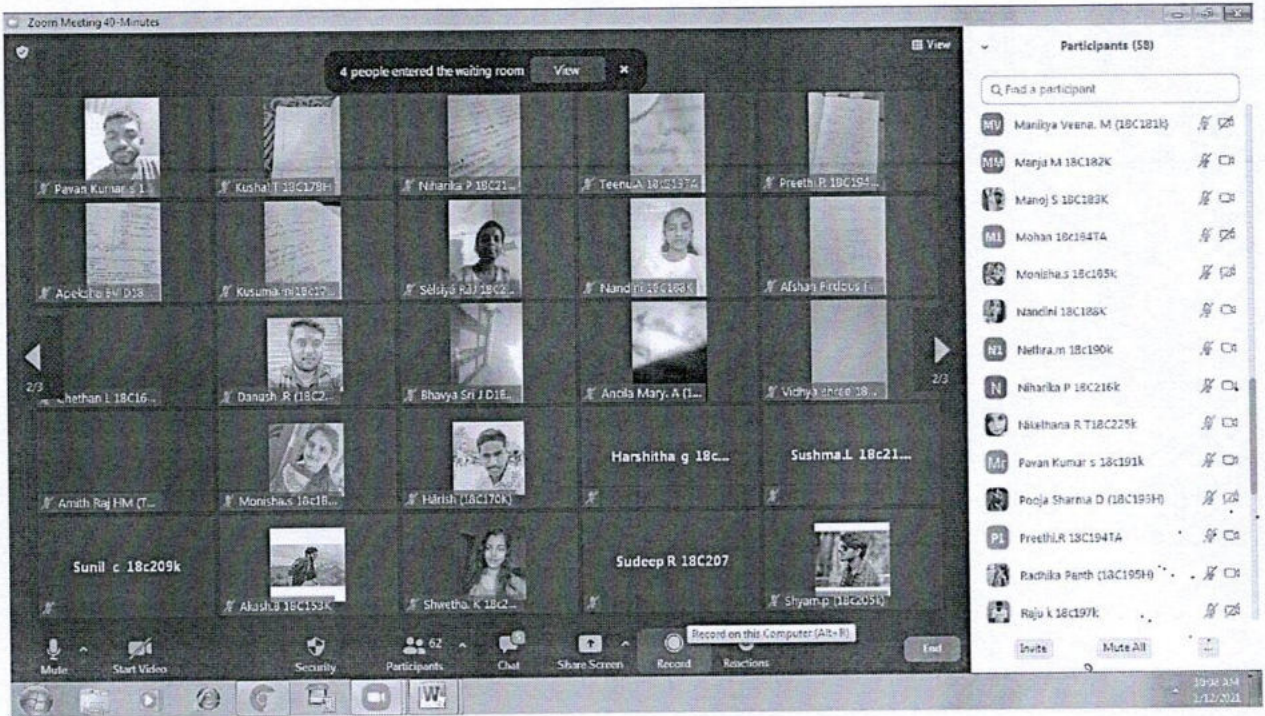
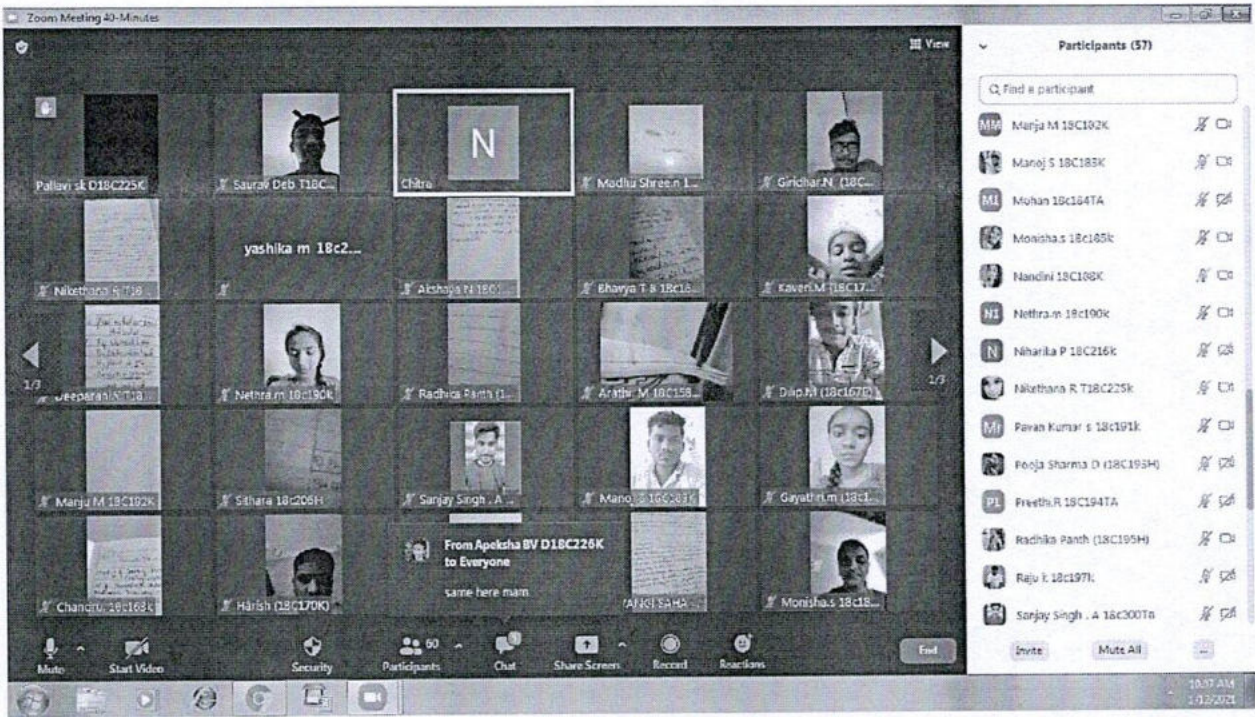
Objectives of the Program

- 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

4 people entered the waiting room

Participants (58)


Find a participant

- MV Manikya Veena. M (18C181K)
- MJM Manja M 18C182K
- Manoj S 18C182K
- M1 Mohan 18c184TA
- Monisha s 18c185k
- Nandini 18C188K
- N1 Nethra.m 18c190k
- N Nāhanka P 18C216k
- Nikethana R T18C225k
- Nr Pavan Kumar s 18c191k
- Pooja Shanna D (18C193H)
- PI Preethi.R 18C194TA
- Radhika Parth (18C195H)
- Raju k 18c197k

Mute Start Video Security Participants Chat Share Screen Announce Boardview End


19:36 AM 1/12/2021

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 **IMPERIAL**
GROUP OF INSTITUTIONS

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

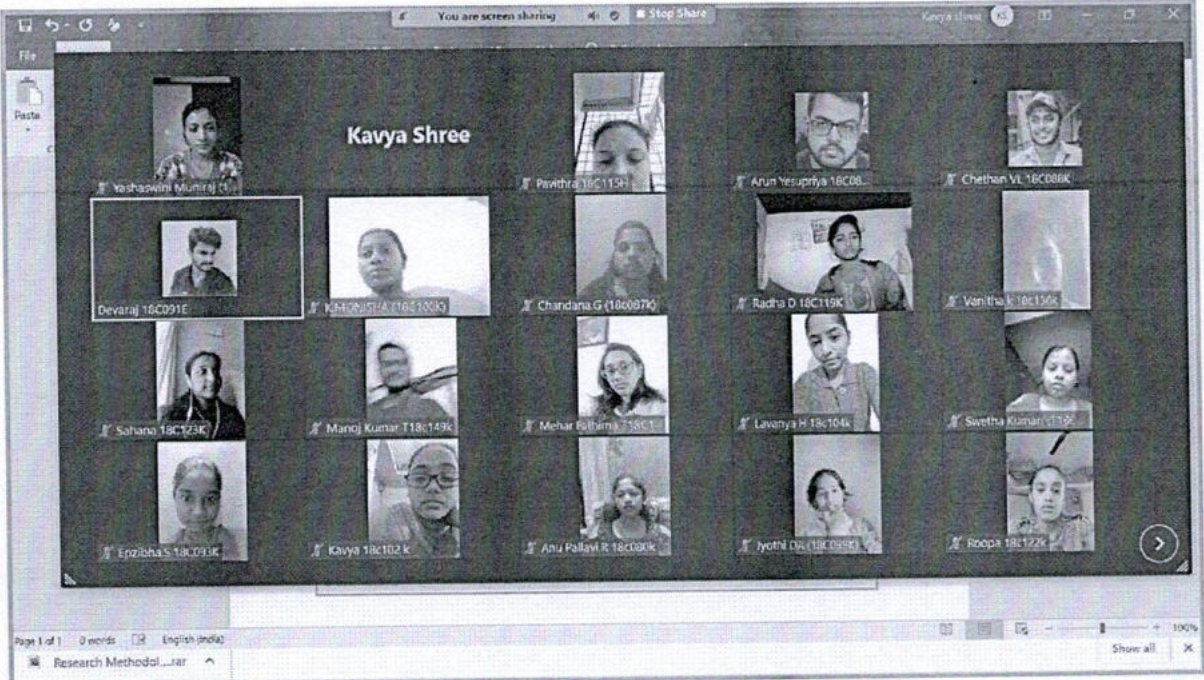
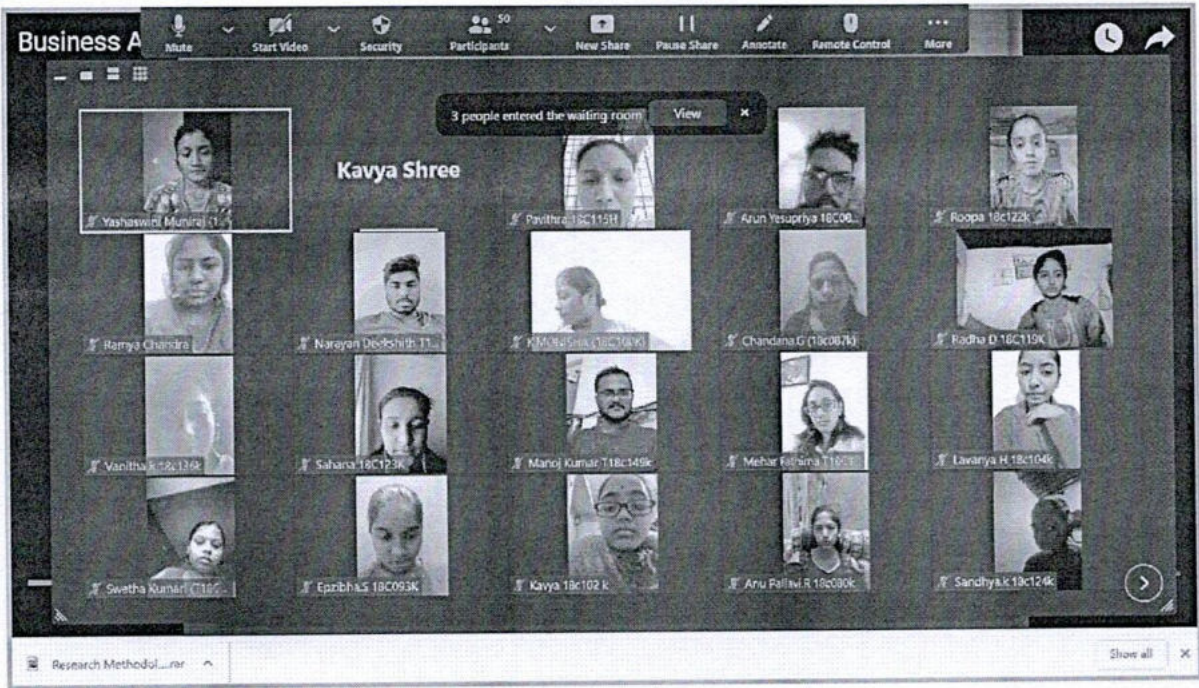
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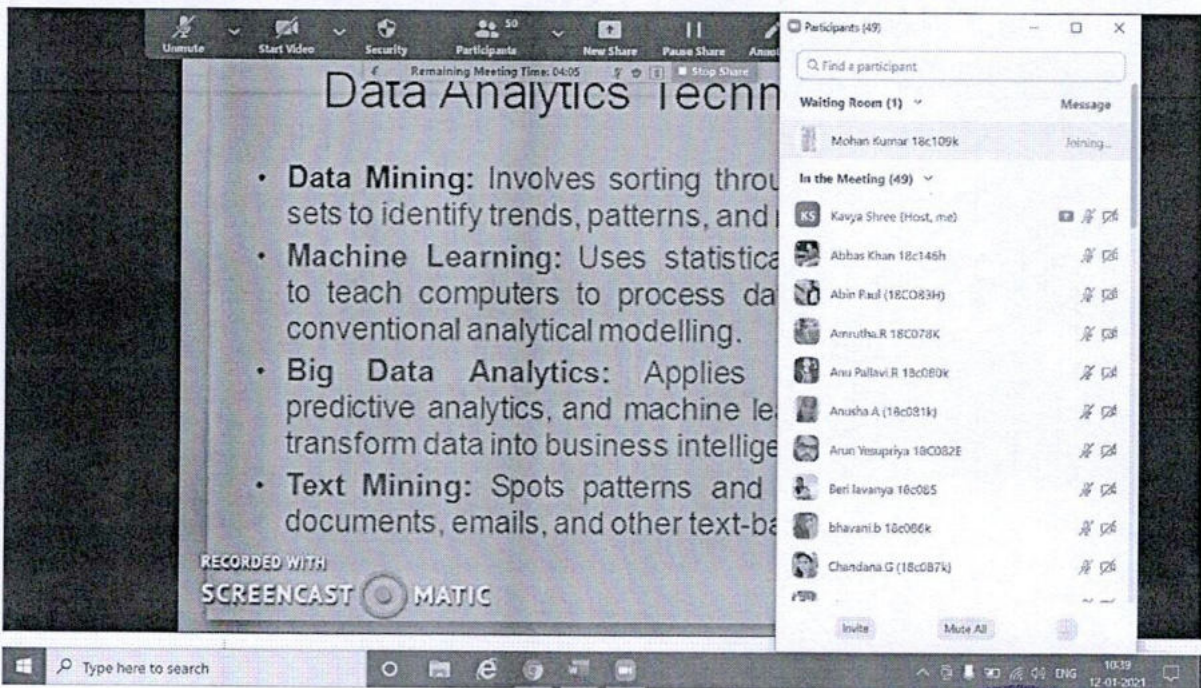
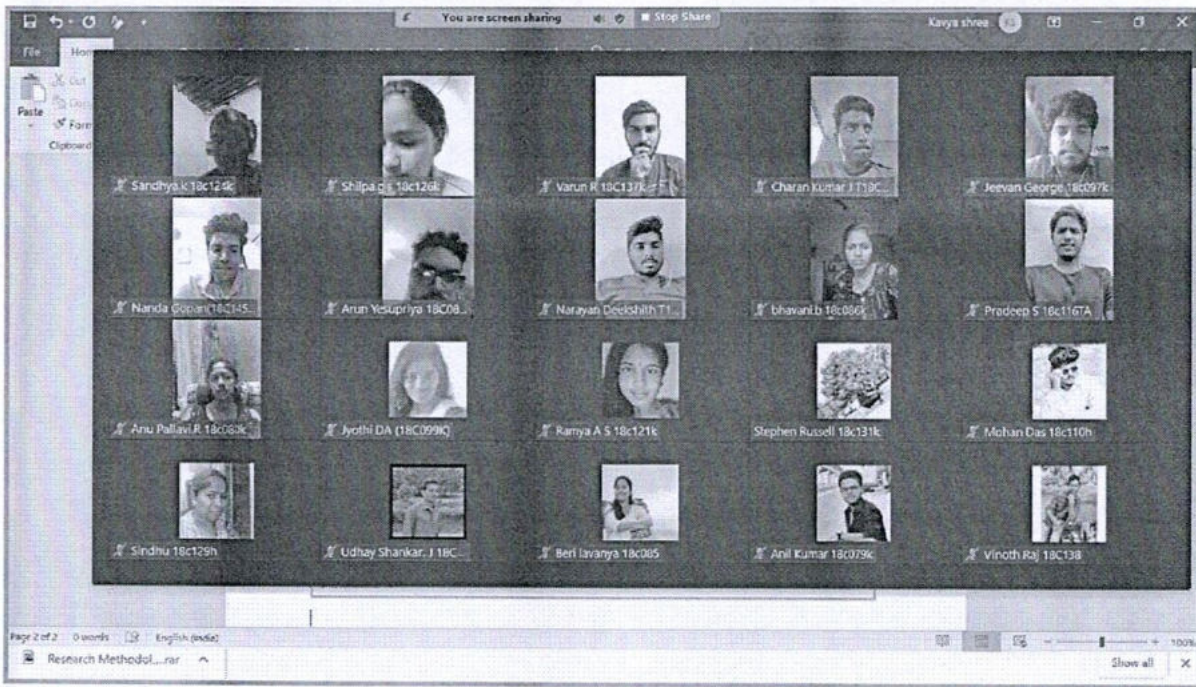
Research Methodol... Show all

Kavya Shree

- Chandana.G (18c087k)
- Yashaswini Munira (1...







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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10:25 AM 12-01-2021

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 combing through massive datasets to reveal patterns and trends, draw conclusions about hypotheses, and support business decisions with data-based insights.

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8:17 / 14:50



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Domain / Area of Analytics

AREAS OF ANALYTICS

- Healthcare
- Retail
- Supply chain
- Automotive
- Insurance
- Manufacturing
- Pharma
- Travel
- Hot

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Participants (45)

Find a participant

- Mrs Deepshree P (18c234k)
- Pratya G (18c234k)
- Anyleena D (18c232k)
- Anish Srinivasa (18c226H)
- ChaitraG(18c239k) Chaitra
- Deekshitha c (18c226k)
- Divya M(18c233k)
- Dolly Bhonsle (18c202k)
- Gayatri Choudhary (18c201H)
- Harshika M (18c230k)
- Kamala M (18c237k)
- Kavitha M (18c228k)
- Kavya (18c225k)
- Kavya S (18c241k)
- Lalithakulop (18c205H)
- Lavanya C N (18c245k)

Unmute Mute All

Turn on Original Sound Turn on Original Photos

- Lavanya C N (18c245k)
- Mrs Deepshree P
- Mohamed Subhanak
- Saravalli Shan(118c234k)
- Kavya S (18c241k)
- Parth Ramai c (18c263k)
- Manish Kumar P (18c234k)
- Anish Srinivasa (18c226H)
- RADHAFREEM (18c26k)
- Kavitha M (18c228k)
- Harshika M (18c230k)
- Deekshitha c (18c226k)
- Manish M (18c234k)
- Preethi C (18c262k)
- Shruti S (18c212k)
- Harish S (18c230k)
- Jaya prasad (18c223k)
- Nandini (18c256k)
- Saretha (18c212k)
- Kamala M (18c237k)
- Madhusree (18c247k)
- Kavya (18c233k)
- Sujanya (18c219k)
- Divya M (18c233k)

Lalithakulop (18c205H)

Mute Stop Video Security Participants 47 Chat Share Screen Pause/Stop Recording Reactions End

Zoom Meeting

Recording...

Participants (27)

Find a participant

- Shari Thavaran (Host, me)
- 18T025F Ranjith Kumar
- Akhil dev ES 18T049H
- Guru raghav.k (18T009k)
- Immanuel B (18T047K)
- Jerin Mathew (18T009H)
- Jonson T.J (18T012H)
- Jonson T.J (18T012H)
- LAVANYA N (18T032V)
- Margaret sunand 18T014k
- Mohammed Kaunin s
- NAVEEN KUMAR S (18T016Q)
- Navson m 18T017K
- Nayan M (18T019K)
- Nithish Kumar M (18T052K)
- Pradeep BSA (18T021k)
- Prakash H 18T022h

Kiran Ds 18t054k

55%

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Zoom Meeting

Recording...

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Find a participant

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- Nayan M (18T019K)
- Nithish Kumar M (18T052K)
- Pradeep BSA (18T021k)
- Prakash H 18T022h

Kiran Ds 18t054k

Guru raghav.k (...)

18T025F Ranjith...

55%

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IN 1/12/2021

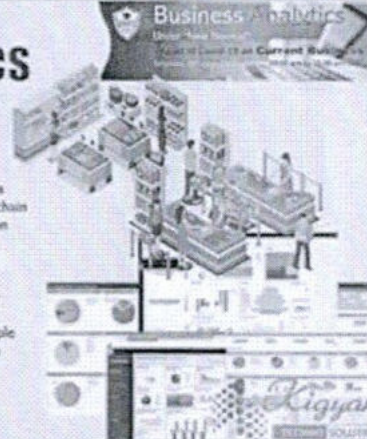
Changing Scenario: Business Analytics

BUSINESS ANALYTICS

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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Participants (33)

Find a participant

- Shari... (Host, me)
- 187023F Rajith Kumar
- Aksh dev ES 187048H
- Anand k 187047G
- Arin Mathew (187099H)
- Arjun T. J (187012H)
- LAVANYA N (187037G)
- Margaret surand 187014K
- Muhammad Kasim s
- NAVEEN KUMAR,S(18701...
- Naveen m 187017K
- Nayan,m(187018K)
- Nikhil Kumar, M(187052K)
- Pradeep R,K (187021K)
- Prakash H 187022H
- Rahul Antony D'souza (18...
- Rahul Kumar Das*(187024H)

Invite Mute All

Domain / Area of Analytics

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- Prakash H 187022H

Invite Mute All





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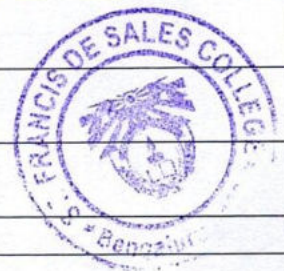
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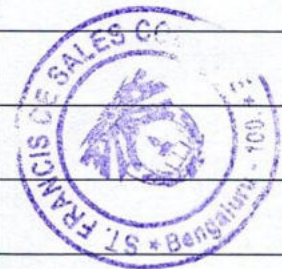
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List of Participants

SI NO	NAME OF THE STUDENT	REG NUMBER	Course, Class, Section	Remarks
1	ABDUL KHADAR J H	18C001	B.COM, V B.COM A SEC	
2	ABHISHEK R	18C002	B.COM, V B.COM A SEC	
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4	AKASH R	18C005	B.COM, VB.COM A SEC	
5	AKSHAY G KULKARNI	18C006	B.COM, VB.COM A SEC	
6	AKSHAY SANTHOSH	18C007	B.COM, VB.COM A SEC	
7	AMBIKA E	18C009	B.COM, VB.COM A SEC	
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10	ANTONY MARY D	18C012	B.COM, VB.COM A SEC	
11	ARUNA M	18C013	B.COM, VB.COM A SEC	
12	BENNY HINN M	18C014	B.COM, VB.COM A SEC	
13	BHAVANA N	18C015	B.COM, VB.COM A SEC	
14	BHUVANESH V	18C016	B.COM, VB.COM A SEC	
15	BINDU D K	18C017	B.COM, VB.COM A SEC	
16	DEEKSHITH S	18C018	B.COM, VB.COM A SEC	
17	DIVYA A	18C019	B.COM, VB.COM A SEC	
18	DIVYA N	18C020	B.COM, VB.COM A SEC	
19	GANGADHAR M	18C022	B.COM, VB.COM A SEC	
20	HARSHITHA S	18C023	B.COM, VB.COM A SEC	
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			A SEC	
22	KARPAGAVALLI M	18C026	B.COM, VB.COM A SEC	
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24	KAVYA S	18C028	B.COM, VB.COM A SEC	
25	LALITHA M	18C029	B.COM, VB.COM A SEC	
26	LEON AUGUSTINE	18C030	B.COM, VB.COM A SEC	
27	MADESHWARI P	18C031	B.COM, VB.COM A SEC	
28	MAHESH KUMAR U	18C032	B.COM, VB.COM A SEC	
29	MASOOD BASHA	18C033	B.COM, VB.COM A SEC	
30	MEGHASHREE N	18C034	B.COM, VB.COM A SEC	
31	MERLY N J	18C035	B.COM, VB.COM A SEC	
32	MOHAMMED IMRAN A	18C036	B.COM, VB.COM A SEC	
33	MOHAMMED FAISAL A	18C037	B.COM, VB.COM A SEC	
34	MONIKA	18C038	B.COM, VB.COM A SEC	
35	MONISHA B R	18C039	B.COM, VB.COM A SEC	
36	NAVYA SHREE R	18C040	B.COM, VB.COM A SEC	
37	NIDHEESH K JOHN	18C041	B.COM, VB.COM A SEC	
38	NINGARAJU M	18C042	B.COM, VB.COM A SEC	
39	SHABAZ KHAN A	18C051	B.COM, VB.COM A SEC	
40	SHAKTHIVEL M	18C052	B.COM, VB.COM A SEC	
41	SHRUTHI D	18C053	B.COM, VB.COM A SEC	
42	SINDHU VARSHINI N V	18C054	B.COM, VB.COM A SEC	
43	SNEHA S	18C055	B.COM, VB.COM A SEC	
44	SONIYA	18C056	B.COM, VB.COM A SEC	
45	SWETHA B PUJARI	18C057	B.COM, VB.COM A SEC	
46	THEJA M	18C058	B.COM, VB.COM A SEC	



47	USHA RANI V	18C059	B.COM, VB.COM A SEC	
48	VAISHNAVI SWAROOP	18C060	B.COM, VB.COM A SEC	
49	VIGNESH T	18C061	B.COM, VB.COM A SEC	
50	VINAY D C	18C062	B.COM, VB.COM A SEC	
51	VINAY KUMAR P	18C063	B.COM, VB.COM A SEC	
52	YASHASHWINI C N	18C064	B.COM, VB.COM A SEC	
53	YUVARANI G	18C065	B.COM, VB.COM A SEC	
54	RANJITHA M	18C067	B.COM, VB.COM A SEC	
55	SARAVANA KUMAR N	18C068	B.COM, VB.COM A SEC	
56	AKILA BAI M	18C069	B.COM, VB.COM A SEC	
57	RUCHITHA K	18C070	B.COM, VB.COM A SEC	

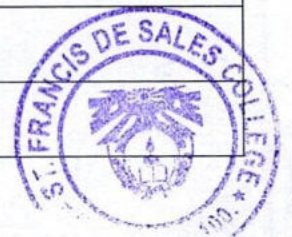


SI NO	NAME OF THE STUDENT	REG NUMBER	Course, Class, Section	Remarks
1	AJAY R	18C076	B.COM, VB.COM B SEC	
2	AMRUTHA R	18C078	B.COM, VB.COM B SEC	
3	ANIL KUMAR M	18C079	B.COM, VB.COM B SEC	
4	ANUPALLAVI R	18C080	B.COM, VB.COM B SEC	
5	ANUSHA A	18C081	B.COM, VB.COM B SEC	
6	ARUN JULIAN YESUPRIYA	18C082	B.COM, VB.COM B SEC	
7	ABIN PAUL	18C083	B.COM, VB.COM B SEC	
8	ASWATHI J	18C084	B.COM, VB.COM B SEC	
9	BERI LAVANYA	18C085	B.COM, VB.COM	

			B SEC	
10	BHAVANI B	18C086	B.COM, VB.COM B SEC	
11	CHANDANA G	18C087	B.COM, VB.COM B SEC	
12	CHETHAN V L	18C088	B.COM, VB.COM B SEC	
13	DEEPAKKUMAR R	18C089	B.COM, VB.COM B SEC	
14	DENIS NASKAR	18C090	B.COM, VB.COM B SEC	
15	DEVARAJ M	18C091	B.COM, VB.COM B SEC	
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	
22	K MONISHA	18C100	B.COM, VB.COM B SEC	
23	KARTHIK RAJ K	18C101	B.COM, VB.COM B SEC	
24	KAVYA M	18C102	B.COM, VB.COM B SEC	
25	KEERTHANA N	18C103	B.COM, VB.COM B SEC	
26	LAVANYA H	18C104	B.COM, VB.COM B SEC	
27	LIJI JOHNEY	18C105	B.COM, VB.COM B SEC	
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	

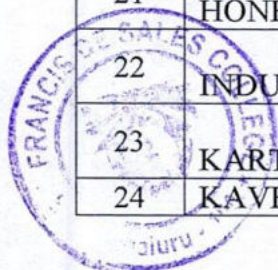


35	PAVITHRA K C	18C114	B.COM, VB.COM B SEC	
36	PAVITHRA S	18C115	B.COM, VB.COM B SEC	
37	PRADEEP S	18C116	B.COM, VB.COM B SEC	
38	SANDHYA K	18C124	B.COM, VB.COM B SEC	
39	SHASHANK K	18C125	B.COM, VB.COM B SEC	
40	SHILPA G S	18C126	B.COM, VB.COM B SEC	
41	SHIVAPPA K R	18C127	B.COM, VB.COM B SEC	
42	SHRUTHI M M	18C128	B.COM, VB.COM B SEC	
43	SINDHU C	18C129	B.COM, VB.COM B SEC	
44	SIRISHA P	18C130	B.COM, VB.COM B SEC	
45	STEPHEN RUSSEL L	18C131	B.COM, VB.COM B SEC	
46	SWAPNA B R	18C133	B.COM, VB.COM B SEC	
47	UDHAY SHANKAR J	18C135	B.COM, VB.COM B SEC	
48	VANITHA K	18C136	B.COM, VB.COM B SEC	
49	VARUN R	18C137	B.COM, VB.COM B SEC	
50	NARAYAN DEEKSHITH	T18C147	B.COM, VB.COM B SEC	
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	
55	MUSKAN KHANUM	T18C152	B.COM, VB.COM B SEC	
56	MEETHA KUMARI S	T18C153	B.COM, VB.COM B SEC	
57	SWETHA KUMARI R	T18C154	B.COM, VB.COM B SEC	
58	ARATHI V	T18C155	B.COM, VB.COM B SEC	



List of Participants

SI NO	NAME OF THE STUDENT	REG NUMBER	Course, Class, Section	Remarks
1	AFSHAN FIRDOUS	18C151	B.COM, VB.COM C SEC	
2	AGASSI AUGUSTINE MATHEW	18C152	B.COM, VB.COM C SEC	
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4	AKSHAYA N	18C154	B.COM, VB.COM C SEC	
5	ANCILA MARY A	18C155	B.COM, VB.COM C SEC	
6	ANUSHA R	18C157	B.COM, VB.COM C SEC	
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8	BHARATH S	18C159	B.COM, VB.COM C SEC	
9	BHARATH SINGH RAJPUT	18C160	B.COM, VB.COM C SEC	
10	BHAVANA L	18C161	B.COM, VB.COM C SEC	
11	BHAVYA T B	18C162	B.COM, VB.COM C SEC	
12	CHANDRU S	18C163	B.COM, VB.COM C SEC	
13	CHETHAN L	18C164	B.COM, VB.COM C SEC	
14	CHIRASMITHA A	18C165	B.COM, VB.COM C SEC	
15	DHANUSH R	18C166	B.COM, VB.COM C SEC	
16	DILIP M	18C167	B.COM, VB.COM C SEC	
17	GAYATHRI M	18C168	B.COM, VB.COM C SEC	
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	
22	INDU S	18C174	B.COM, VB.COM C SEC	
23	KARTHIK S	18C175	B.COM, VB.COM C SEC	
24	KAVERI M	18C176	B.COM, VB.COM	



			C SEC	
25	KAVYAR	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
1	ANKIT SRINIVASA	18C226	B.COM, VB.COM D SEC	
2	ASHA AROGYA PRIYA	18C227	B.COM, VB.COM D SEC	
3	CHAITHRA G	18C229	B.COM, VB.COM D SEC	
4	DEEKSHITHA C	18C232	B.COM, VB.COM D SEC	
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	
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