



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

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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.

Insert Photos


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

Zoom Meeting 33-Minute

Participants (57)

Find a participant

- Manjia A 18C192K
- Manoj S 18C193K
- Mohan 18C184TA
- Monisha S 18C185K
- Nandini 18C198K
- Netram 18C190C
- Niharika P 18C216K
- Nileshara R 18C225K
- Pavan Kumar S 18C191K
- Pooja Sharma D 18C194H
- Preethi R 18C194TA
- Radhika Panth 18C195H
- Raju K 18C197K
- Sonjay Singh A 18C00TA

4 people entered the waiting room

From Apetsha BV 18C126K
to Everyone
same here mam.

Zoom Meeting 40-Minute

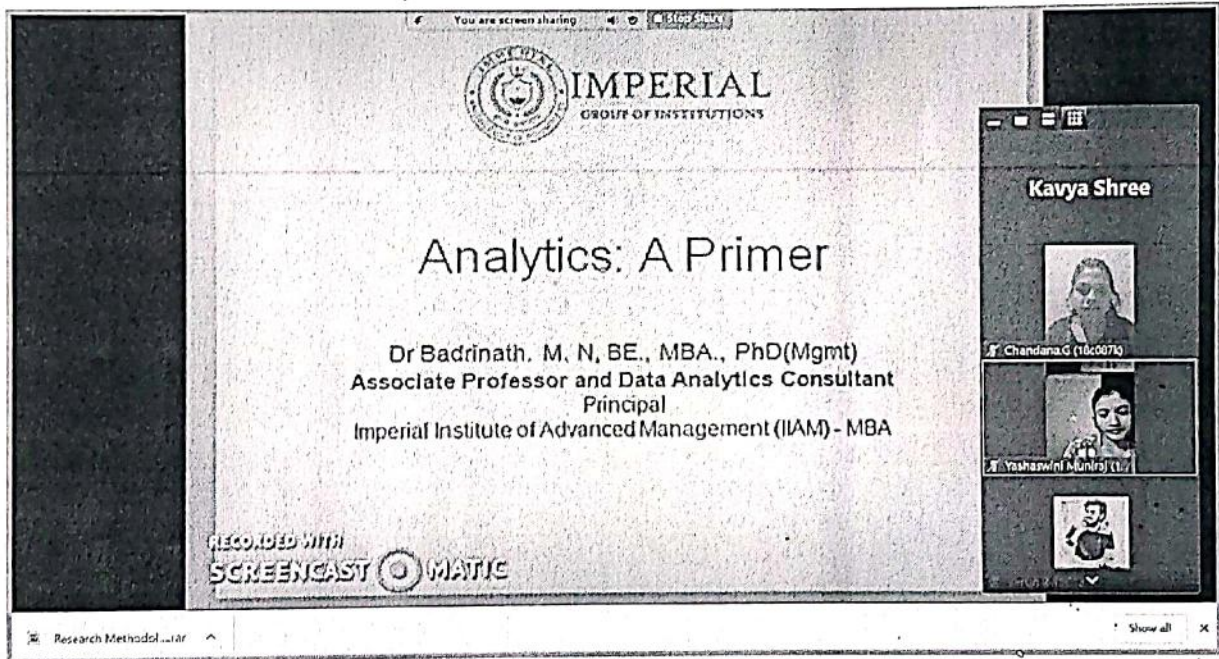
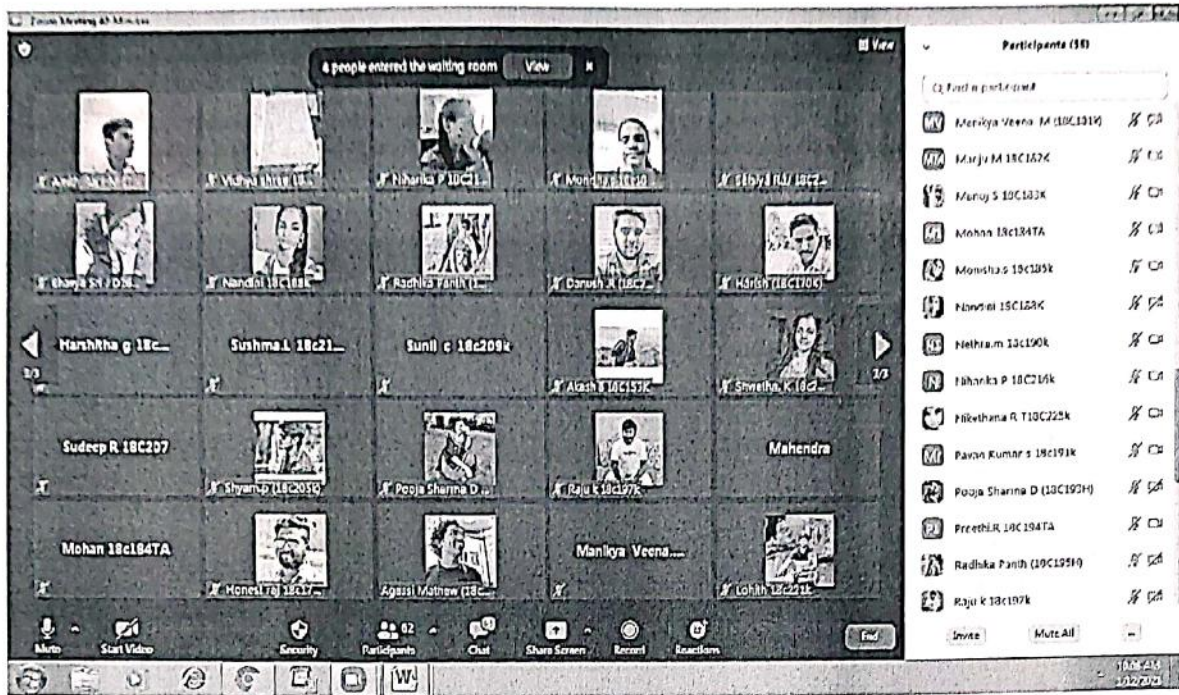
Participants (58)

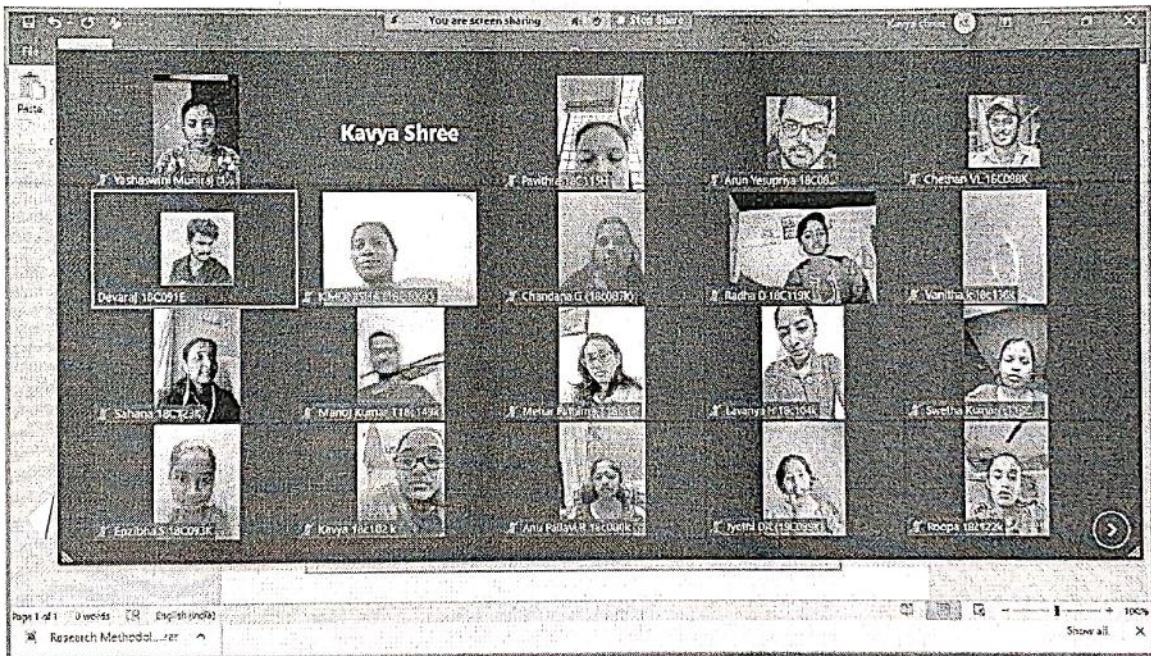
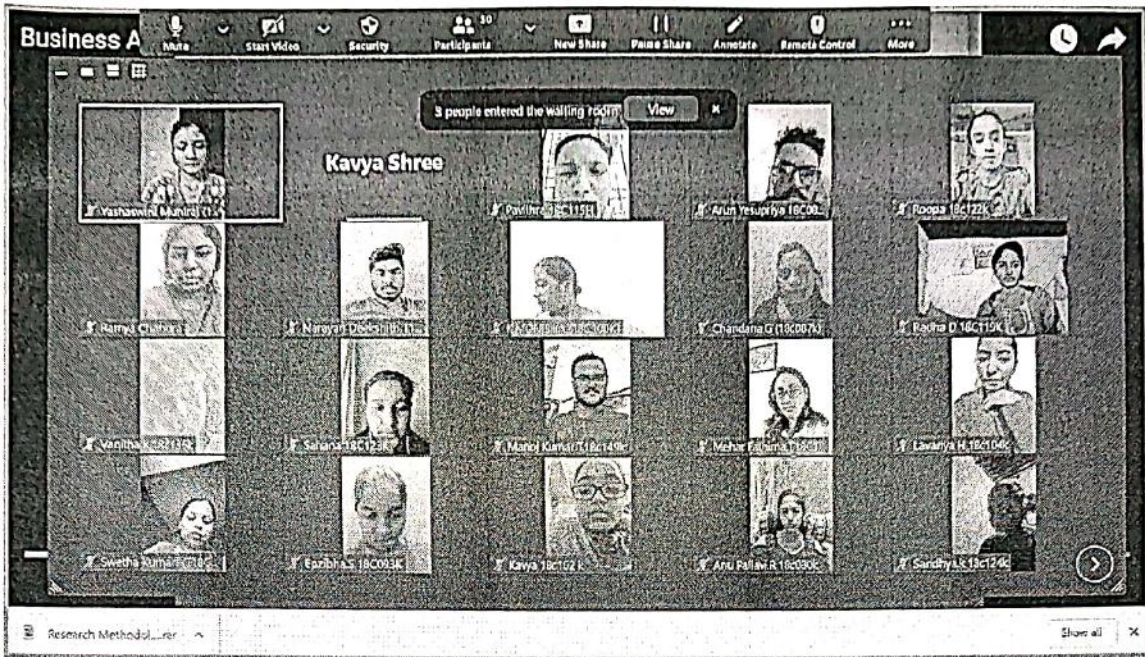
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- Mohan 18C184TA
- Monisha S 18C185K
- Nandini 18C186K
- Netram 18C190C
- Niharika P 18C216K
- Nileshara R 18C225K
- Pavan Kumar S 18C191K
- Pooja Sharma D 18C194H
- Preethi R 18C194TA
- Radhika Panth 18C195H
- Raju K 18C197K

4 people entered the waiting room

Record on this Computer (Alt+B)







Remaining Meeting Time: 04:05

Data Analytics Techn

- **Data Mining:** Involves sorting through sets to identify trends, patterns, and
- **Machine Learning:** Uses statistical to teach computers to process data conventional analytical modelling.
- **Big Data Analytics:** Applies predictive analytics, and machine learning to transform data into business intelligence
- **Text Mining:** Spots patterns and documents, emails, and other text-based

RECORDED WITH SCREENCAST MATIC

Participants (49)

Find a participant

Waiting Room (1)

Mohan Kumar 18c106k

In the Meeting (49)

Kavya Shree (Host, me)

Abbas Khan 18c145h

Abin Paul (18c023h)

Anandhar 18c078k

Anu Pallavi R 18c7E9k

Anusha A. (18c0211)

Arun Yesupriya 18c032E

Ben lavanya 18c085

bhavani b 18c006k

Chandana G (18c087k)

10:39 12-01-2021

Virtual 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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Windows taskbar: Type here to search, 12:07 AM, 12-01-2021

Participant list (Zoom):

Find a participant	
Mr Deepak (1061296)	🔊
Akhilaji Ajith	🔊
Amyfreena D (1622905)	🔊
Anil Srinivas 1622904	🔊
SAJAGANSHAN 1622904	🔊
Chaitanya G (1622903) Cha	🔊
Darshini A (1622902)	🔊
Dhyan (1622901)	🔊
Dolly Shinde 11622900	🔊
Gayathri Chaudhary (1622899)	🔊
Gunavathi S 1622898	🔊
Narika R (1622897)	🔊
Hrudhika M (1622896)	🔊
Nemashik 1622895	🔊
Kamakhya A (1622894)	🔊

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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Darshini A (1622902)	🔊
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Domain Area of Analytics

AREAS OF ANALYTICS

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Zoom Meeting Controls: Mute, Stop Video, Security, Participants (44), New Share, Pin Share, Announce, Remote Control, Help

Participant List:

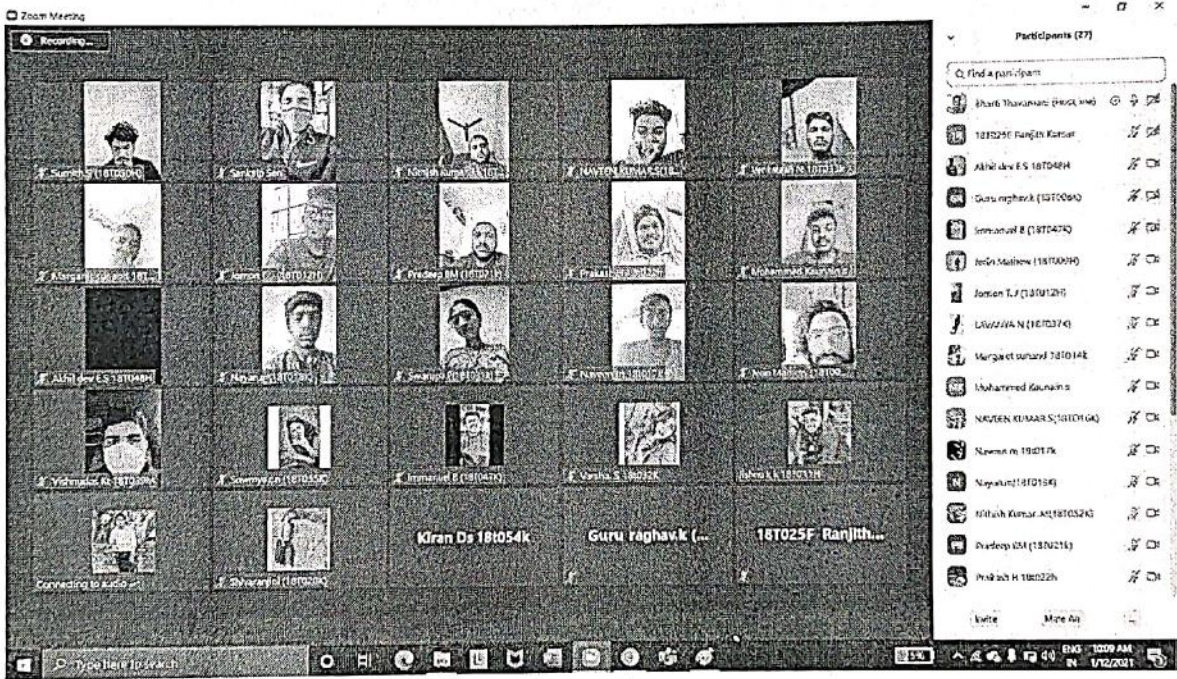
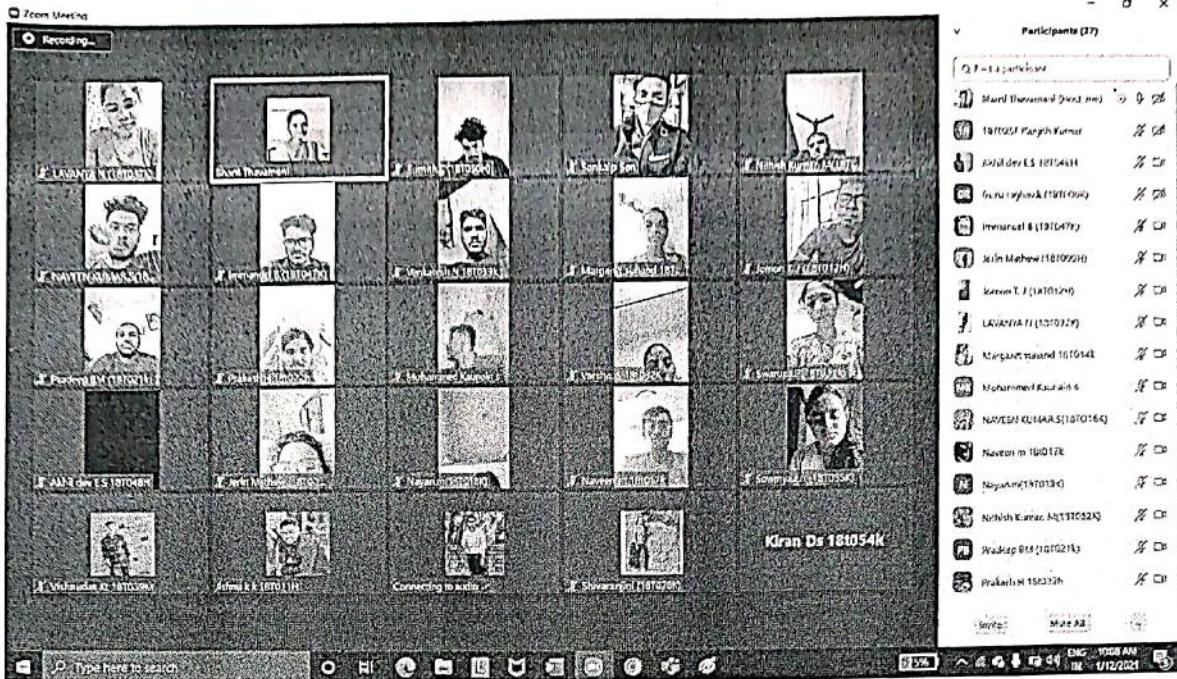
- Mr. Deepshikha P. (1862245)
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- Charan G. (1862249)
- Deekshita C. (1862250)
- Diksha M. (1862251)
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- Crystal Choudhary (1862253)
- Hirvika M. (1862254)
- Kamini Arora (1862255)
- Kavita M. (1862256)
- Kavya (1862257)
- Kavya S. (1862258)
- Lakshmi (1862259)
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			C SEC	
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30	MANJU M	18C182	B.COM, VB.COM C SEC	
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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	
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20	MANOJ M R	18C250	B.COM, VB.COM D SEC	
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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	
32	SOMASHEKAR Y	18T059	B.COM, VB.COM	
			E SEC	

*Attach the excel generated from responses for feedback form

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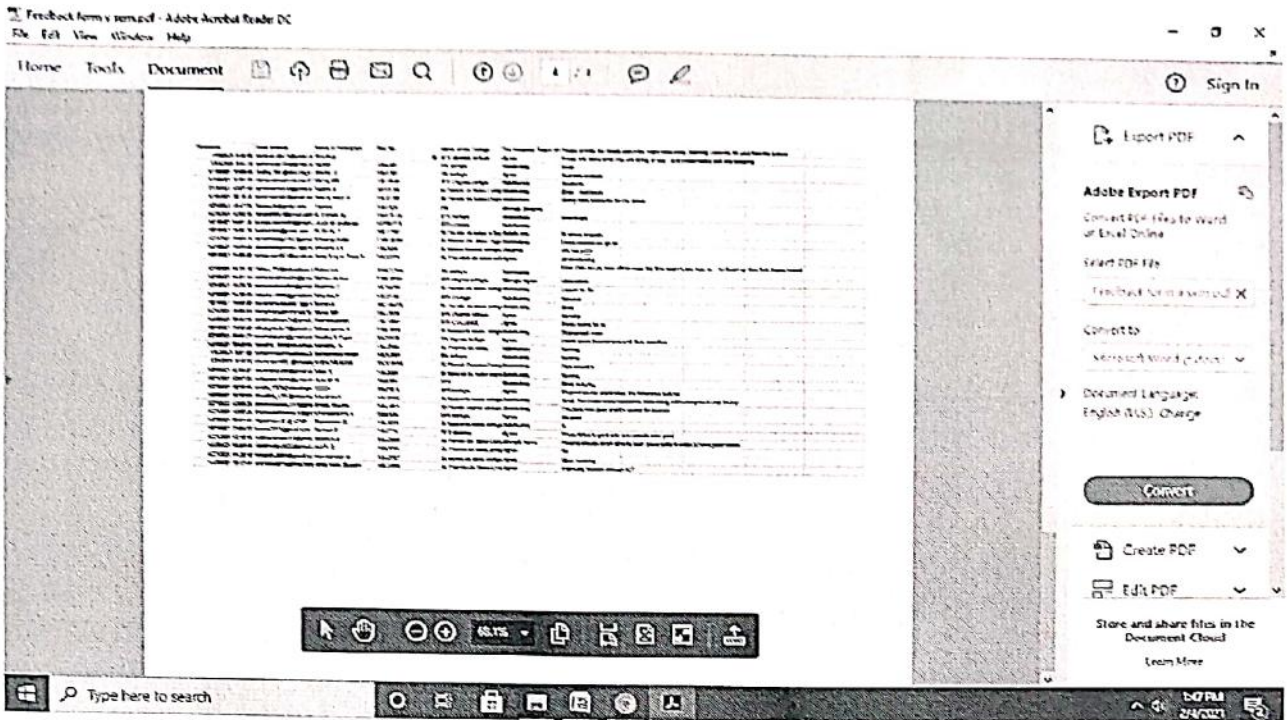
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The screenshot displays the Adobe Acrobat Reader DC interface. The main window shows a document titled 'Feedback form v som.pdf'. The document content is a table with multiple columns and rows of data, which appears to be a list of responses or records. The table has several columns, but the text is too small to read clearly. On the right side of the window, there is a sidebar with various options for exporting and editing the PDF. The 'Export PDF' section is active, showing options to convert the PDF to Word or Excel Online. Below this, there are options to select a PDF file (the current document is selected), convert it to Microsoft Word (DOCX), and change the document language to English (US). A 'Convert' button is visible. At the bottom of the sidebar, there are options to 'Create PDF' and 'Edit PDF'. At the bottom of the window, there is a search bar and a system tray showing the time as 1:41 PM on 2/4/2021.



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