

Department of Management Studies

Title : National Conference on “Business Analytics - A Road Map to Innovative Entrepreneurship”

Date : 06.09.2019

Resource Person : 1. Mr. Abhinya, CEO of Green Delta, Bangalore
2. Dr. Saleema J.S, Associate professor, Department of Computer Science, Christ University, Bangalore

No. of Participants : 110

Focus on : Entrepreneurship & Skill Development

Outcome

- The participants learnt that data as such cannot contribute, but has to be analysed and converted into information for decision making
- They were briefed about the process of business analytics
- They understood the difference between Business analytics and Business intelligence
- They were made aware that BI and BA can successfully be applied in Agriculture industry

Report:



Fatima College (Autonomous)

Mary Land, Madurai- 625018.

Department of Management Studies

National Conference on

"Business Analytics - A Roadmap to Innovative Entrepreneurship"

September 06, 2019

Departments of MBA and MCA, Fatima College (Autonomous) organized the National Conference on “**Business Analytics - A Roadmap to Innovative Entrepreneurship**” on 06th September 2019.



Inauguration started with the lighting of lamp and prayer. Dr S. Raju, Director, Department of Management Studies, Fatima College, welcomed the gathering.



Rev. Dr. Sr. M. Francisca Flora, Secretary, Fatima College delivered the Inaugural address. She emphasised the importance of Business Analytics and Business Intelligence for today's entrepreneurs. She explained that data is the core aspect and has to be centred in the business processes. Data as such cannot contribute, but has to be analyzed and

converted into information for decision making. Indian Economy has slowed down with GDP falling to 5% and the businessmen have very little confidence in such context. She cited the incident of 'Cafe Coffee day' and its fate. She highlighted that "business is gambling". Business analytics and business intelligence are finding up selling and cross selling opportunities.

Key Note address was delivered by the Chief guest Mr. Abhinya, CEO of Green Delta, Bangalore. He explained how that Business Intelligence has its origin dated back to the war period and is linked to the Indian Tradition, as cited in "Arthasashtra". Data, Information, Intelligence, Knowledge and Wisdom are the key aspects to succeed in businesses. He delivered a detailed talk on "Social Entrepreneurship". He stressed that Business is by the people, for the people and of the people. He compared Tamilnadu population is thrice of California's population, and TN has high scope for growing businesses. Young entrepreneurs can tap the existing potential of the market and can grow with back up of Business Analytics, in this data-savvy economy. He differentiated Business analytics and Business intelligence, and told that Business analytics is a wholistic perspective encompassing skills, technologies; practices for continuous exploration and investigation of past Business performance, but Business Intelligence comprise the strategies and technologies used by enterprises. He strongly ensured that BI and BA can successfully be applied in Agriculture industry. Many entrepreneurs consider agriculture to be a loss-making business, and fear to enter into it. But Agriculture has high potential in the forthcoming days. When Business Analytic skills and techniques are applied in agriculture, any businessman can gain profit and confidence. He triggered that crowd stating that there will be a "War for food

and water in future”, and so it’s high time to shift to dynamic data-driven practices in businesses of all kinds.

The special address was delivered by Dr. Saleema J.S, Associate professor, Department of Computer Science, Christ University, Bangalore. She quoted about “KASH” instead of “CASH”. When people always strive to earn cash, it is very important for any data-driven entrepreneur to possess “KASH” which stands for knowledge, attitude, skills and habits.

Dr. Jeya Mala, Director, Department of MCA, Fatima College, delivered the vote of thanks .

TECHNICAL SESSION - I



Mr. Abhinya, CEO of Green Delta, Bangalore, chaired as chief guest for the Technical session I in the forenoon and he addressed on **“Business Analytics and Social Entrepreneurship”**. Initially he discussed the difference between business analytics, business intelligence and data science. It was a philosophical and conceptual phase of view.

He explained this topic with the practical experience on his business. He quoted some examples like initially he measured the pH of the water in various areas. The pH should be 6.3-7.2 so that fishes can survive and the plants growing with this pH water will not die soon. This is named as REQUIREMENTS in business analytics.

He then turned the requirements into actionable influence. The actionable influence is explained about the pH in terms of time, temperature so that the user who access it can understand what he analyses. This makes the business look like a calculative RISK. He also analysed the differences between production and productivity. He visualised the topic by using the business tool called CAT reminder.

He took the topic of INDIAN AGRICULTURE and played it in CAT reminder and analysed various parameters. The parameters include Food supply vs. population, Agriculture vs. literacy rate, Food supply vs. income, Indian agriculture vs. GDP

(1980 – 40%, 2017 -15%), which infers that when population increases the food supply gets decreased. By this way we can understand how much Data collection and Data science is essential for business analytics. From the analysis of Indian agriculture, he also added that how analytics helped us for the predicting and forecasting questions like how the future generations are going to have food. It made us clear that soon there will be a war for food and water across the world. He explained the challenges that humans are going to face in future. It includes food, fuel, waste management, resource management etc. In the end, he concluded by quoting how business intelligence features give us all capabilities for decision making and in one line business analytics and business intelligence can be framed as changing (or) transforming over loaded big data into small data which may be understandable and applicable to all including the general public.

TECHNICAL SESSION - II



Dr. Saleema.J.S, Associate professor, Department of Computer Science, Christ University, Bangalore, was the resource person for the Technical Session II. She delivered her talk on the topic “**Analytics Every Where: Mind the Gap**”. She also added that in today’s scenario every engineer is turning into farmers since there is a scarcity for resources that are needed for agriculture. She also explained how

Princeton University makes the students more practical. It was an evident in a way that this university produces at least 33 winners for Nobel Prize. She explained how business analytics courses are available for management students through e-learning process. She proposed two different words that is “Datapreneurs” and “Kash”. The examples of Datapreneur are Kaggle (International), Analytics (India). In Kash the letter “K and S” stands for hard skills and the letters “A and H” stands for Friendship and communication. She explained the session by analysing the process of business analytics. The process includes

1. Descriptive analysis
2. Diagnosis
3. Prediction (logic)

4. Perceptive (It is mostly used in personalised area like agriculture and health care)

Finally she concluded the session with quote “Don’t sell what you can make, make what you can sell”

PAPER PRESENTATION



Paper presentation session was held in SJ 4 and SJ 6 at 1.30 pm.

Dr. M. Arasammal, Head Department of Commerce with Computer Application, Fatima College was the judge in SJ 4.

Dr. T. Latha Mahaeswari, Associate Professor Department of Commerce with Computer Application, Fatima College was

the judge in SJ 6. Totally 14 Papers were presented in two different venues. R. Shivani Verma & N.S. Akshara from Mount Carmel College, Bangalore won the First Prize. V. Janani, III BBA & Y. Karthiga Deepa, III BBA from Mangayarkarasi College of Arts and Science for Women won the Second Prize.

Valediction



National conference came to an end with valedictory function. Mrs. B. Chandirika Head of the Department of MCA, Fatima College welcomed the gathering. The chief guest Dr. S. Arul Mary, Vice principal of Fatima College delivered the valedictory address. She appreciated the Departments MBA and MCA for having successfully organized the Conference.

She concluded with the saying “Keep learning new things according to new trends in the world”. Finally prizes were distributed to the prize winners for paper presentation. Dr. P. Shyamala, Head, Department of MBA Fatima College delivered the Vote of thanks and finally the programme ended with National Anthem.

Chief Patrons

Dr.Sr.G.Celine Sahaya Mary
PRINCIPAL, FATIMA COLLEGE

Dr.Sr.M.Francisca Flora
SECRETARY, FATIMA COLLEGE

Patrons

Dr.S.Raju
DIRECTOR, DEPARTMENT OF MANAGEMENT STUDIES

Dr.D.Jeya Mala
DIRECTOR, PG DEPARTMENT OF COMPUTER APPLICATIONS

Convener

Dr.P.Shyamala
HEAD & ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES

Mrs.B.Chandirika
HEAD & ASSOCIATE PROFESSOR
PG DEPARTMENT OF COMPUTER APPLICATIONS

Organising Committee

FACULTY MEMBERS
MBA & MCA, FATIMA COLLEGE




FATIMA INSTITUTE OF MANAGEMENT

MBA & MCA

National Conference on



'BUSINESS ANALYTICS'

- A Road map to Innovative Entrepreneurship

6th September, 2019




FATIMA COLLEGE (AUTONOMOUS)
(College with Potential for Excellence)
(Re-Accredited with 'A' grade by NAAC)
94th Rank in India Ranking 2019 (NIRF)
Mary Land Madurai-625018.

<i>About the College</i>	<i>Conference Objectives</i>	<i>Programme Schedule</i>
<p>Fatima College (Autonomous), with the lofty ideas of the founder Mother Rose and the tireless efforts of the Missionary Sisters of St. Joseph of Lyons has held steady to its quality pursuit in higher education from its inception since 1953. The National Assessment and Accreditation Council (NAAC) accredited the College with the highest rating of 5 stars and re-accredited with 'A' grade. In the year 2004, the Status "College with Potential for Excellence" was conferred by the UGC. In 2006 and 2013, NAAC Re-accredited and honoured the college with 'A' grade. The college was ranked 94th in the All India NIRF ranking in 2019.</p>	<p>This Conference is hosted with the objective of the significant of the business data driven strategy and innovations of the business people. It helps the Students, Academicians, Corporate executives and Entrepreneurs to hone up their skills towards the new business arena and to equip themselves with the prospects of business analytics and intelligence.</p> <p>The outcome of the conference is to provide Sufficient information about the multi-dimensional view of business analytics and its real-time interaction with business performance.</p>	<p>9.00am - 9.30am : REGISTRATION</p> <p>9.30am - 10.15am : INAUGURATION</p> <p>Inaugural Address : Dr.Sr.M.Francisca Flora SECRETARY, FATIMA COLLEGE, MADURAI.</p> <p>Key Note Address : Mr.Abhinaya C.E.O GREEN DELTA, BANGALORE</p> <p>Special Address : Dr.Saleema JS ASSOCIATE PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE CHRIST (Deemed to be University), BANGALORE.</p> <p>10.15am - 10.30am : TEA BREAK</p> <p>10.30am - 11.30am : SESSION - I BUSINESS ANALYTICS AND SOCIAL ENTREPRENEURSHIP</p> <p>Mr.Abhinaya C.E.O GREEN DELTA, BANGALORE</p> <p>11.45am - 12.45pm : SESSION - II ANALYTICS EVERY WHERE: MIND THE GAP</p> <p>Dr.Saleema JS ASSOCIATE PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE CHRIST (Deemed to be University), BANGALORE.</p> <p>1.00pm - 2.00pm : LUNCH BREAK</p> <p>2.00pm - 3.45pm : PAPER PRESENTATION</p> <p>3.45pm - 4.00pm : TEA BREAK</p> <p>4.00pm - 4.30pm : VALEDICTION</p> <p>Valedictory Address : Dr.Sr.J.Arul Mary VICE PRINCIPAL I - SHIFT II FATIMA COLLEGE, MADURAI.</p>
<p><i>About the Departments</i></p> <p>The AICTE approved professional course MBA (Master of Business Administration) was started in the year 1996. The mission of this programme is to empower Women with Quality and value based Management Education and the main objective is to inculcate knowledge, to hope up skills and to empower women to face corporate challenges.</p> <p>The AICTE approved professional course MCA was started in the year 1994. Core object of the department is to prepare the students for productive career in the software industry and academia by providing an outstanding environment of teaching and research in the core and emerging areas of the discipline.</p> 	<p><i>Conference Theme</i></p> <p>Formation and Expansion of a business is a big challenge. It takes dedication, uncanny foresight and savvy. If you built that business from the ground up, the stakes are even higher. Nevertheless, Success is found at the intersection of great business sense and technology. Successful business owners know the needs of their ideal customers. Successful business analytics depends on data quality, skilled analysts who understand the technologies and the business, and an organizational commitment to using data to gain insights that inform business decision. These insights are helping to improve efficiency and to offer innovative solution to business problems.</p> 	

PARTICIPANTS' NAME LIST

No. of participants – 120


Mary Land, Madurai-625018.
Department of MCA & MBA
National Conference on
Business Analytics-A Roadmap to Innovative Entrepreneurship
September 06, 2019

Sl. No	Student Name	Year	College Name & Address	Phone Number	E-Mail ID	Paper Title	Present Paper Yes/No	Lot No.	Amount Paid Cash/DD	Sign
1.	Prof. Dr. T. Muthu Pandian	Prof. - MCA	PSNA CET Di-digun	9994575331	drtmuthupandian@gmail.com	Critical analysis of POB - Review	Yes	S	500/-	Jan
2.	M. Abasna Theri	Asst. Prof. - BBA	Mangayarkarasi College of Arts & Science for Women.	95786435-92	abasnaetheri@gmail.com	DATA QUALITY MANAGEMENT	Yes.	S	500/-	h.h.
3.	Dr. D. Jeba priya	Asst. Prof. - BBA	Soci Heenakshi Govt. Arts College for Women (K)							
4.	R. Shivani Verma N.S. Akshara	Student	Mount Carmel College, Bangalore	98552374	shivani.gumihesh@gmail.com	Adoption of youth towards business analytics in entrepreneurship	Yes	1	500/- (A) (Paid by bank)	R.V.
5.	S. Beula Jency V. Nandhini	Student	Mangayarkarasi Arts & Science for Women	7339151521	nandhiniketty127@gmail.com	Fraud analysis	No	10	500/- (A)	Beula
6.	B. Joy Gilda Florence G. Salini	Student	Mangayarkarasi Arts & Science for Women.	9952454733	Florence.saron8@gmail.com	Data quality Management.	Yes.	26.	500/- (A)	Salini

No	Address	Number	E-Mail ID	Paper Title	Paper Yes/No	No.	Case/DD	Sign	
7.	DR. BALA MURUGAN D	ASST. PROF OF MANAGEMENT STUDIES PSN COLLEGE OF ENGNG. & TECH (AUTONOMOUS) TIRUNELVELI	956651700	bala.mba.psn@gmail.com	Sent or Sent Already.	Yes.	S	250.	Bala
8.	MR. KRUSHNA SHARAD SONAWANE	ASST. PROF OF Forensic science Gt TN Arts college.	8766960030	krushnasona.wane85@gmail.com	NO	No		250	
9.	I. ABINAVA	I	Gt TN Arts college					250	
10.	R. P. DHARNNI	I	"					250	
11.	KOWSALYA.P	I	"					250	
12.	VAISHNAVI.R	I	"					250	
13.	CHANDRA PRAKASH .k	I	"					250	
14.	CHOKKESAN.C	I	"					250	
15.	GAUTHAMANN	I	"					250	

Sl. No	Student Name	Year	College Name & Address	Phone Number	E-Mail ID	Paper Title	Paper Yes/No	Lot No.	Paid Case/DD	Sign
16.	V. Jyothi	III	Mangayarkarasi College of arts & science	9751053832	Kannanjanani26@gmail.com	customer journey analysis	Yes.	22		V. Jyothi
17.	Y. Lanthiga Deepa	III	Mangayarkarasi	7708740821	Kanthiga Deepa yogan@gmail.com	"	"	22		Y. Lanthiga Deepa
18.	J. Ayisha Begum	III	Mangayarkarasi college of arts & science for women	9894145747	ayishah1251@gmail.com	Financial Service Analytics	Yes	12		J. Ayisha Begum
19.	Y. Sharmista Priya	III	Mangayarkarasi	9843161262	Privarelu 775@gmail.com	"	Yes	12		Y. Sharmista Priya
20.	KALPANA SUNDARYA .V	I	GTN Arts college				No		250	
21.	MOTHILAL BABU .V	I	"						250	
22.	SUJITHKUMAR	I	"						250	
23.	SURYARAJA	I	"						250	
24.	HEMASREE	I	"						250	

Sl. No	Student Name	Year	Address	Number	E-Mail ID	Paper Title	Paper Yes/No	No.	Paid Case/DD	Sign
25.	B. Mathu priya V. Mathu Priya	Student	Mangayarkarasi Art and science for women	9842178326	VPriya10102000@gmail.com	marketing Analytics	Yes	11	500/-	V. Mathu Priya
26.	MADHAVRAJ	I	GTN Arts college				No		250	
27.	ASHA MOHAN	I	"				"		250	
28.	STINY BABU	I	"				"		250	
29.	S. SOWMIYA	I	"				"		250	
30.	A. Gowrya	II	Mangayarkarasi college				No		250	
31.	T. Jeyasreen	II	"				No		250	
32.	K. Lalitha	II	"				"		250	
33.	T. Saloni	II	"				No		250	

No	Student Name	Year	Address	Number	E-mail ID	Paper Title	Paper Yes/No	No.	Paid Case/DD	Sign
34.	M. Ajindha Dr. B. Velumutugan	II MBA (AP)	NPR College of Engineering and Technology, NATHAN	8870743346	ajmathmubona@gmail.com Velumutugan@gmail.com	Emotional Intelligence at Workplace.	Yes	24	250 250	AP
35.	A. James Sabelao Dr. Raja Rajeshwarar	II MBA (AP)	"	8925097 800	sabelaoj@gmail.com	Current trends of students mindset about innovative management	Yes	28	250 250	A. Jy
36.	R. Toishela Devi J. Jolelyn	II MBA II MBA	"	7397067061	Toishela6551998@gmail.com	Brand Loyalty Behaviours of Brand customers.	Yes	17	250 250	R. Jy
37.	M. Priya dharshini	I BBA	Magayankarasi College				No		250	
38.	A. Divya	IBBA	"				"		250	
39.	Y. Nasalakshmi	III BBA	"				"		250	
40.	M. Swathi	III BBA	"				"		250	
41.	P. Thangakalyan M. Pandeyan	II MBA	BNEC	638878846	Pandeyanmura@gmail.com	data quality management	Yes	21	500	MB
42.	Hariharan .BM R. Sushma	II MBA	BNEC	6380130218	Susma Rajendran@gmail.com	Multi cloud strategy	Yes	25	500	R. Jy

Sl. No	Student Name	Year	College Name & Address	Phone Number	E-Mail ID	Paper Title	Paper Yes/No	Lot No.	Paid Case/DD	Sign
43.	C. Gunalakshmi	I	Magayankarasi College				No		250	
44.	K.B. Manojkumar T.M. Ananda Kumar	II	PSNA College of Eng & Tech, Dindigul	9791955409	anandakumar221710@gmail.com	POB.	Yes	29	500/- 250	K.B. Manojkumar
45.	RENICO ROY. P		SACRED HEART COLLEGE	9080 855258			Yes		250/-	R. Jy
46.	SUJASNA		LIBRARIAN						250/-	
47.										
48.										
49.										
50.										
51.										

S.NO	NAME	YEAR
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1	Abarna T M	I MBA
2	Abinaya K	I MBA
3	Aishwarya A	I MBA
4	Akshaya Priya C R	I MBA
5	Alshifa N	I MBA
6	Anancia T	I MBA
7	Bavani E	I MBA
8	Darshni S	I MBA
9	Deepika S R	I MBA
10	Dharani S	I MBA
11	Dhivya C	I MBA
12	Divya K	I MBA
13	Fathima Nushra A	I MBA
14	Gayathri G	I MBA
15	Gopika S	I MBA
16	Ishwarya B	I MBA
17	Janagai Abirami K	I MBA
18	Jaya Rathna G	I MBA
19	Jenifer Rose Mariyal M	I MBA
20	Jeyashri N	I MBA
21	Kanagamani Shopika K	I MBA
22	Krishna Priya M	I MBA
23	Lega Sri G	I MBA
24	Malaviga Devi R	I MBA
25	Mari A	I MBA
26	Monica P	I MBA
27	Moonesha P	I MBA
28	Muthu Visalakshi M	I MBA
29	Nimyrose M	I MBA
30	Niranjani Devi T R	I MBA
31	Alagu Kousalya K	II MBA
32	Alamu S	II MBA
33	Angelin R	II MBA
34	Anisha G	II MBA
35	Arokia Ancy Machado L	II MBA
36	Barani K	II MBA
37	Christa Mary A	II MBA
38	Dhivyadharshini V	II MBA
39	Divya Bharathi P	II MBA

40	Divya Bharathi S	II MBA
41	Gowsalya N	II MBA
42	Harini D	II MBA
43	Janani S	II MBA
44	Jashima Parvin K	II MBA
45	Jasmine X	II MBA
46	Jeffrin I	II MBA
47	Joncy Mercy C	II MBA
48	Kamali S	II MBA
49	Karpagam N	II MBA
50	Karthigha C	II MBA
51	Karuppilakshmi R	II MBA
52	Kavipriya S	II MBA
53	Kavitha J	II MBA
54	Keerthiga K R	II MBA
55	Keerthika M	II MBA
56	Krishna Priya S	II MBA
57	Lakshmipriya G	II MBA
58	Logeshwari R	II MBA
59	Madhuvandhi M	II MBA
60	Meenupriyanka V	II MBA
61	Monika K H	II MBA
62	Muthu Lakshmi R	II MBA
63	Nandhinidevi G	II MBA
64	Panimaya Asha S	II MBA