

# Online Training Programme on Leveraging Big Data and Analytics

(September 28 - 30, 2020)

(Duration: 18 hours)

## Program Overview

With the adoption of information technology, organizations across the globe (both in the private and public sectors) are collecting huge volumes of data about their stakeholders, processes and performance. This data when gathered and processed appropriately can lead to improvement in organization performance and solve business problems.

The term big data doesn't just refer to the enormous amounts of data available today, it also refers to the whole process of gathering, storing and analyzing that data. Importantly, this process is being used to make the world a better place.

Data alone won't deliver competitive advantage. To harness the power of big data, organizations need skills to capture the data, process it into an appropriate form and apply analytics to derive meaningful insights.

This data in digital form if properly processed has scope to drive insights that can help organizations better achieve their mission. Organizations world over are looking for ways to use this data to seize strategic opportunities, capture more value and transform themselves.

Leveraging Big Data to drive organizational outcomes is not solely the responsibility of technology specialists or statisticians. It is the responsibility of the leadership team to understand what it constitutes and drive these initiatives across the organizations to achieve business goals.

The programme is designed for both business executives and technology professionals to seize the opportunities that are associated with big data. The participants will gain working knowledge of data science to business identify challenges that Big Data Analytics can solve. The program will help senior leaders make the most appropriate investment decisions in the area of technology systems, people, culture and organizational structure. The program will be delivered in an easy to assimilate format that is a blend of classroom teaching, hands on exercises and case study discussions.

The programme will help the participants in the following:

- Shift decision making from the realm of intuition to evidence based
- Acquire a firm grounding in data analytics
- Implement data focused initiatives that create and capture more organization value
- Help shift career into the exciting field of data science
- Better drive data science projects through understanding of the ecosystem of tools / technologies and the project lifecycle
- Recruit and develop data science savvy talent
- Expand professional network

### **Programme Coverage**

The programme will cover the following:

- The ecosystem of tools and technologies in which Big Data and Analytics are applied
- The quantitative techniques (basic and advanced statistics) that become the basis for applying advanced analytics
- Appreciation of business problems that could benefit through the application of Big Data and Analytics
- Some of the commonly used technology tools to apply Big Data and Analytics
- Project management framework to drive data science initiatives within the organizations
- Case Studies where appropriate

### **Learning Outcomes**

Following are the learnings envisaged as outcome of this programme:

- Apply big data and analytics to reshape your business model and operations
- Identify use cases that could benefit from data science projects
- Develop familiarity with some of the commonly used tools viz. R / Python
- Acquire firm grounding in data analytics - Intuitive understanding of statistical techniques (both basic and advanced) and technology options
- Ability to evaluate different tools / technologies available in the market
- Project management methodology to drive data science projects

## **Who should take the course?**

- Functional executives looking develop the requisite skills to drive data science initiatives within their organizations
- IT executives willing to enhance their skills to execute data science projects
- Senior government officers interested in applying data science in initiatives related to citizen services and as support for public policy making

*Organisational sponsorship is essential*

## **Technology**

We will have exposure to following technologies:

- R and R Studio
- Python and Jupyter Notebooks
- Tableau for Visualization

## **Programme Pedagogy and Delivery Methodology**

- The program pedagogy includes right combination of lectures, hands on exercises and case studies. The program will be delivered online in a synchronous mode. It will be conducted over three days with 4 sessions each of 90 minutes.
- Participants will access the program synchronously through ASCI's Learning Management System. Reading material and course notes will be shared with the participants through the LMS.

## **Programme Dates**

**28 - 30 September, 2020.** This is a 18 hours programme.

We will update the session details at the earliest date post your registration.

## **Programme Fee**

The fee for the programme is Rs. 20,000 + GST as applicable (presently 18% per participant).

*(The fee is inclusive of all reading material, PowerPoint presentations and hands-on exercises which will be conducted during the course. Besides, ASCI will offer a life-time membership card on completion of the course through which they can have access to the library at Hyderabad.)*

Note: The fee must be credited into our Bank account on or before September 21, 2020. Kindly forward us the details of Bank/Wire transfer of fee payment to [poffice@asci.org.in](mailto:poffice@asci.org.in) for confirmation.

**Bank details are given below:**

**For Indian Participants :**

Bank Account Number 62090698675  
Beneficiary Name Administrative Staff College of India  
IFSC Code SBIN0020063  
Bank Name State Bank of India  
Branch Address Bellavista Branch, Raj Bhavan Road, Somajiguda,  
Hyderabad - 500 082

**For Foreign Participants:**

Bank Account Number 62090698960  
Beneficiary Name Administrative Staff College of India  
Swift Code SBININBB327  
Bank Name State Bank of India  
Branch Address Bellavista Branch, Rajbhavan Road, Somajiguda,  
Hyderabad - 500 082.  
Nostro Account (Optional) 6550992180

**Last Date for Nomination**

Please use the prescribed/attached form. Last date for receiving nomination form is September 21, 2020. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

**ASCI Alumni Association**

Participants of the College programmes will automatically become members of the ASCI alumni association.

**Certificate of Participation**

The College issues a Certificate of Participation on conclusion of the programme.

**Programme Director**

**Mr. M. V. Yugandhar**  
**e-mail: [mv.yugandhar@asci.org.in](mailto:mv.yugandhar@asci.org.in)**

## Faculty Profile

**M.V.Yugandhar** is an Associate Professor at Administrative Staff College of India in the Information Technology and Innovation Area. He holds B.Tech. from IIT Kharagpur and PGDM from IIM Ahmedabad. He has over 25 years of experience in the areas of Marketing and Sales, Operations Management, Management Consulting and Information Technology. Yugandhar's experience in Information Technology has mostly been in the area of Data Warehousing, Business Intelligence and Analytics.

Yugandhar has worked in companies like Escorts Limited, Satyam Computer Services Limited (Tech Mahindra) and Dell.

Yugandhar has taught courses related to Business Analytics at Indian School of Business, IIM Udaipur, Great Lakes Institute of Management, IMT Hyderabad and Narsee Monjee Institute of Management Studies. He has conducted trainings at Caterpillar, Ashok Leyland, Dupont India and Oracle.

He is a Certified Predictive Modeler using SAS Enterprise Miner and Microsoft Certified Professional in Analyzing Big Data using Microsoft R.

He is currently pursuing PhD from School of Management Studies at University of Hyderabad in the area of Data Sciences.



ADMINISTRATIVE STAFF COLLEGE OF INDIA  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

### Nomination Form

#### Online Training Programme on Leveraging Big Data Analytics (September 28 - 30, 2020 )

#### Nominee's Contact Information

Name (Mr/Ms) _____ :	_____	Date of Birth : _____
Designation : _____	_____	Qualification : _____
Organisation : _____	_____	_____
Address : _____	_____	_____
Phone(s) : Office: _____	Mobile: _____	Home: _____
e-mail : _____	_____	Fax : _____

#### Sponsors Details

Name of the Sponsoring Authority: _____ :	_____	Designation: _____
Organisation : _____	_____	_____
GSTIN Number : _____	_____	_____
Address : _____	_____	_____
_____	_____	Pincode : _____
Phone(s) : Office: _____	Mobile: _____	_____
e-mail : _____	_____	Fax : _____

#### Fee particulars

Amount Payable : _____	Mode of Payment : _____
Name of the Bank : _____	Date of Instrument/Transfer : _____
Instrument Number : _____	UTR Number for NEFT _____

#### Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer,** Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in