

## LEVERAGING BIG DATA AND ANALYTICS

### Programme Overview

The programme is of great relevance to organisations that intend to derive value from large volumes of data from a variety of data sources, both internal and external. Advanced analytics including big data analytics can add significant value to decision making and service delivery in several areas including customer intelligence, customized design, pricing and delivery of products and services, operations and logistics management, risk management, fraud detection.

### Impact

Participants will gain the perspectives and knowledge to recognise the opportunities and initiate and take forward Big Data and advanced Analytics Strategies for their organisations.

### Participant Profile

Senior executives representing business areas/functions and information technology, from organisations in the service sectors including Banking and Financial Services and insurance, governance and public service delivery, telecom, utilities, hospitality, healthcare, and manufacturing and construction industries.

### Programme Director

**Nirmala Apsingkar**

Dates : 20–22 December 2017

Fee : ₹ 34,000/-  
(US \$ 1495) +  
Applicable Service Tax