

# IBS

HYDERABAD

A constituent of ICFAI foundation  
for Higher Education  
(Deemed University UVS 3 of the UGC Act, 1956)

Workshop on

## Business Analytics using R

May 2 - 4, 2015

The objective of this workshop is to introduce business analytics through hands on approach. The workshop also aims at building sufficient rigor through the course of the workshop so that independent learning can happen even after the completion of workshop. Sufficient resources will be supplied to the participants so as to progress on the learning curve in long run. This workshop will be focused equally towards understanding the concepts and then using R software for hands on experience. The workshop is conducted by faculty members from different disciplines to give it a true multi disciplinary flavor.



CENTER FOR MANAGEMENT DEVELOPMENT (CMD)

IBS HYDERABAD

Dontanapalli Campus, Shankerpalli Road  
Hyderabad – 501 203.

[www.ibsindia.org/ibs\\_hyderabad.org](http://www.ibsindia.org/ibs_hyderabad.org)

## About Big Data

Big data is large amount of data that is of interest to an organization obtained from multiple sources. Unlike other primary or secondary data sources; sample, sampling frame, research objective (purpose of collecting the data) in big data is not clear. Most often this data seems incoherent, voluminous and unorganized. This is one reason why it is often referred to as “dirty data”. To make sense of big data, the manager / statistician has to explore for possible surprises using association rules, make exploratory premises about relationships between data and think beyond elementary hypothesis testing. The objective in Business Analytics is to combine and analyze the data in multiple ways so as to generate novel and valuable managerial insights.

## About R software

‘R’ is statistical - open source (freely downloadable) software. R is consistently attracting industry attention for its ability to analyze large volumes of data cost effectively. R is evidencing dedicated communities of statistical programmers who support R with their cutting edge contributions. One of the popular misconceptions is that R requires “heavy coding”. However newer modules (programs) in R support point and click (GUI) interface like other popular statistical softwares such as SPSS or SAS Enterprise Miner. A significant portion of the workshop will deal with graphical user interface commands.

## Prerequisites

The entire workshop is based on R software. However the workshop assumes no working knowledge of R. The three day program will begin by discussing elementary concepts of R and then trajectoring towards more advanced concepts. Elementary concepts like data cleaning, pruning, visualizing will be taught in extreme detail since the quality of data cleansing determines the subsequent outcomes. A detailed syllabus of workshop is provided in next section.

## Who should Attend?

Managers working with primary and secondary data, faculty members, and research scholars are our primary audience. As this workshop discusses host of advanced multivariate techniques, researchers (academic and corporate) who wish to advance their knowledge in cutting edge multivariate techniques for aiming better quality outlets for their publications, are strongly advised to attend the workshop.

## Topics Covered in the Workshop

1. Introduction to R
2. Elementary programming in R
3. Data pruning, cleaning and visualizing
4. Performing elementary statistical tests (univariate and bivariate) using R
5. OLS regression, polynomial regression, LASSO regression, Logistic regression
6. Decision trees
7. Data clustering
8. Data reduction and visual analytics
9. Market basket analysis
10. Text analytics

## Date and Venue

May 2-4, 2015 @ IBS Hyderabad, Dontanapalli Campus, Shankerpalli Road, R R District, Hyderabad - 501 203.

## Certificate of Participants

The Center for Management Development, IBS, Hyderabad, IFHE (Deemed University) will award a Certificate of participation to the participant, on completion of the Programme.

## Participant Fee

Industry Participants Rs. 15,000 + 14% Service Tax

Faculty Members/Research Scholars Rs. 10,000 + 14% Service Tax

### Registration fee includes...

- MDP Registration Fee and Workshop Kit
- Stay for three days in campus along with food and refreshments during the duration of the program

## Payment Mode

**Preferred mode of payment is Netbanking.** (For any other mode of payment – such as DD, please kindly mail to: [abhilashp@ibsindia.org](mailto:abhilashp@ibsindia.org))

Details for Fund Transfer through NET / ONLINE banking:

HDFC Current A/c No: 05212000004843

Bank & Branch: HDFC Bank, Banjara Hills Branch, Hyderabad

A/c Holder's Name: IBS Hyderabad

Swift Code: HDFCINBBXXX

RTGS/NEFT Code: HDFC0000521

- Note:
1. While making online transaction, kindly mention “<your name> BAUR FEE” (e.g. Vinay BAUR FEE) in the Transaction Remarks field.
  2. Once paid kindly please fill the form at following url: <http://goo.gl/forms/XEmVmIzmE1>
  3. Last date for registration & submission of fee is 25<sup>th</sup> April, 2015.

## About IBS Hyderabad

Icfai Business School (IBS), Hyderabad is a constituent of IFHE (Icfai Foundation for Higher Education), a Deemed University, declared by the UGC. It has been ranking among the top business schools in India, consistently for the past few years.

The School has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A\*\* by CRISIL, EB2 IN by ICRA and as an “Excellent” Business School by Eduniversal. The school has excellent Case Research Center which has a repository of 4000+ cases covering all areas of management. Some of the IIMs and leading business schools in India and abroad use the cases developed by the Institute.

Apart from contributing to regular courses leading to degree, our faculty members also undertake consultancy, research, deliver MDPs to executives. The institute holds International Conferences in all areas of management. The institute offers Ph.D degree programme which is rigorous and known for its high quality inputs. IBS Hyderabad has state of art infrastructure at its campus spread across 94 acres located near Shankarpalli, Hyderabad. The School offers BBA, MBA and Ph.D programs.



## Center for Management Development (CMD)

The Center for Management Development, a Center at IBS, Hyderabad, is aimed at delivering quality services to industry and academia in terms of training and consulting. Our CMD activities include Management Development Programs, Faculty Development Programs, Executive MBA and Consultancy in core management areas. The MDPs/FDPs are offered as open programs or in-company/institute-specific. Open programs are for participants from any organization. In-company/institute-specific programs are tailor-made as per the requirement of specific companies/institutes.

Our Programs are conducted as residential or non-residential; at the IBS campus or at a chosen location by the client. We have a strong team of around 150 faculty members with skills in many contemporary areas of management.

## Faculty Resources



**Dr. Abhilash Ponnam** is Assistant Professor in department of Marketing at IBS Hyderabad. He spent about a year at University of Memphis, USA as a Visiting Scholar. He has published in reputed international journals such as

International Journal of Hospitality Management, British Food Journal, Journal of Product and Brand Management, Journal of Marketing Analytics etc. He is the winner of Best paper awards in national and international conferences. He teaches Marketing Research, Product and Brand Management, Doctoral course in Marketing Theory at IBS Hyderabad.



**Dr. Ajay Kumar Mishra** is Assistant Professor of Finance at the IBS, Hyderabad. He received his master's degree in electronics & communication and Ph.D. in Finance. After completion of his master's degree, Dr. Mishra worked

with Space Applications Center (ISRO) as a research fellow. There he was involved in different projects. He was also invited by University of Memphis, Tennessee (USA) as visiting research scholar. His area of research is market microstructure, asset pricing modeling, short selling and its impact, banking reforms and policy implications.



**Dr. Jighyasu Gaur** is Assistant Professor in the Department of Operations and IT at IBS Hyderabad, IFHE University. He was a visiting scholar to University of Memphis (USA). He has received Emerging Economies Doctoral

Student Award in 2012 presented by Production and Operations Management Society (POMS). His teaching interests include Quantitative Methods, Operations Management and Supply Chain Management. His work has been published in Qualitative Market Research, California Journal of Operations Management, Current Psychology, and International Journal of Human Resource Management.



**Prof Narendu Konar** is MTech from IIT Kharagpur and MBA from Phonenix USA. He has 18 years of industry experience in companies such as SAIL, CISCO and Wipro Technologies in the areas of business analytics, data mining, cloud computing, Identity analytics and access governance.



**Dr. Saurabh Bhattacharya** is an Assistant Professor in Department of Marketing an Strategy at IBS Hyderabad. He was a visiting scholar to Martin J. Whitman School of Management, Syracuse University, U.S.A. He has published

in reputed international journals and case publishing houses. He is the winner of best business cases in national and international conferences. His teaching interest includes Marketing Research, Quantitative Management and Retail Management. His research interest includes behavioral pricing and customer experience in the retail sector.



**Dr. Sreejesh S** has a PhD in management from IBS Hyderabad, India. His areas of interest are marketing management, brand management, multivariate data analysis, and econometrics. He has published several research articles

in international journals like Journal of Brand Management, , Journal of International Business and Economy, Economics Management and Financial Markets, The Romanian Economic Journal, International Management Review etc. He has also published book on advanced research methodology with Springer International.



**Dr. Yogesh** is a Ph.D. in Management from ICFAI Foundation for Higher Education (IFHE) University, Hyderabad. He has six years of academic experience and spent about a year at Toledo University, USA as a

Visiting Scholar. He has published in reputed international journals viz. Journal of Financial Services Marketing, Journal of Emerging Financial Markets etc. Dr. Yogesh teaches Investment, Valuation Econometrics related course at MBA and PhD level. He has expertise in various statistical softwares such as SAS, SPSS, R, and Eviews.

**For any enquiries / clarifications call:**

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