



PSG Institute of Management

PSG Institute of Management, a facet of the renowned PSG & Sons' Charities is one of the prestigious and premier business schools in the country. It was started as the Department of Management Sciences under the PSG College of Technology in the year 1964 to cater to the ever growing need of management graduates in this region. With the PSG & Sons Charities evincing a keen interest in management education, the Institute grew wings and expanded its reach with international alliances and collaborations and became a most sought after business school. Ranked among the top 70 B-schools, PSGIM has been a thought leader in imparting management education. With illustrious alumni spread across the world and with strong industry connect, the Institute has been proactive in curriculum design and delivery. Sensing the increasing importance of Business Analytics, the Institute is already offering Business Analytics as a specialization in one of its programs. The Institute is equipped with expert faculty and state-of-the-art infrastructure to impart analytics skills to budding managers.



PSG Institute of Management
PSG College of Technology

PSG Institute of Management
Coimbatore - 641 004

www.psgim.ac.in

Program Co-ordinators

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PSG Institute of Management Coimbatore

Presents

A Two-Day hands-on
training program
on

Data Analytics using Python

February 17 & 18, 2023



PSG Institute of Management
PSG College of Technology

About the Program

Analytics helps organizations to convert data into valuable information and insights. It explores what has happened and predicts what will happen in the future. The digital revolution empowered by Internet has made businesses overload with massive amount of data. The data is valuable only if they are analyzed and converted to meaningful information and insights. Businesses are striving to leverage the variety of data to make better decisions and develop potential competitive strategies. Business Analytics is an umbrella term and applies to marketing, human resources, operations and accounts. Data-driven decision making is the need of the hour. Industries have risen to the occasion with more emphasis being given on data which is now being easily captured through various medium, At the same time, it is become a mandate for business schools to imbibe analytics techniques in the curriculum and produce data-savvy managers ready for the industry. Recognizing the market trend, PSG Institute of Management is conducting a two-day online training program on Data Analytics.

Who can attend?

The program will be useful to industry professionals, faculty and research scholars in humanities/management/engineering discipline to hone their data-crunching skills. Young professionals and researchers aspiring to take up a career in business analytics and data science can also participate. **No prior programming skills required.**

Program Outcome and Pedagogy

The program will provide hands-on experience in understanding descriptive and predictive analytics. The participants will be exposed to business applications and analytics through Python programming. The two-day program will begin by discussing basic concepts of data analytics like data cleaning, pruning and visualizing and then move towards machine learning algorithms. Each topic will be discussed with case studies ranging from financial data, HR data, market data etc. to get real time experience for the participants.



Date and Time

February 17 & 18, 2022, Time: 9.00 am to 4.30 pm

Profile of Facilitator

Dr. R. Sujatha is an Associate Professor at PSG Institute of Management. She is a post graduate in Computer Applications and Business Administration and her Ph.D. is in the area of Capacity Building and Knowledge Management from Anna University, Chennai. She has also completed a Post Graduate Program in Business Analytics and Business Intelligence offered jointly by Great Lakes Institute of Management, Chennai and The University of Texas, USA. Her expertise is in information systems, quantitative methods and analytics. She is a seasoned researcher and has published articles in national and international journals and conducted various training programs in Learning Management System, Enterprise Resource Planning and Business Analytics.



Dr. B. UmaMaheswari is an Associate Professor of the decision sciences stream at PSG Institute of Management, Tamil Nadu, India. An academican with around two decades of experience she specializes in the field of data science, strategic management, business analytics, design thinking and entrepreneurship. She has been certified by Great Lakes Institute of Management and University of Texas, Austin for completion of the Post Graduate Program in Business Analytics and Business Intelligence in 2020. She is a Master trainer in Design thinking certified by The School of Design Thinking, Chennai. She conducts several training programs in the domain of data science & business analytics and is well versed in R, Python and Tableau



Dr B.UmaMaheswari and Dr R Sujatha have published two books with reputed publishers, 'Introduction to Data Science, Practical approach with R and Python' published by Wiley as part of their Emerging Technology series in the year 2021 and "Predictive Analytics for Data Driven Decision Making - Tools and Techniques for Solving Real World Problems" published by Nova Science publishers, New York in 2022.

Program Fee

₹ 2500 (Inclusive of 18% GST)

The registration fee can be paid through the **online mode only.**

The bank details area as follows

Account name	PSG CNCE (PSG Centre for Non-formal and Continuing Education)
Account number	1481267367
Bank	Central Bank of India
Branch	Peelamedu branch
IFSC Code	CBIN0280913

Participants can email their registrations with their Name, Contact Number, Email Id, Name of the Organization/Institute and bank transaction number to

sujatha@psgim.ac.in