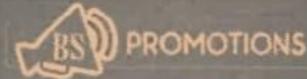


Business Standard



KRISTU JAYANTI SCHOOL OF MANAGEMENT – NATIONAL-LEVEL MDP ON THE POWER OF ANALYTICS

The School of Management of Kristu Jayanti College (Autonomous) organised the second edition of the Management Development Programme (MDP) for this year on 'The Power of Analytics' on 28th and 29th January 2022. The Programme was inaugurated by Mr Divyang Trivedi, Director, Grant Thornton LLP (US) and graced by Rev Fr Emmanuel P.J. Director, Kristu Jayanti College of Law; Dr M K Baby, Head School of Management; Dr J Peter Leo Deepak, faculty coordinator of the MDP; executives from the corporate, faculty members and MBA students. The prelude to the event was given by Prof Stephen Deepak, Faculty, School of Management who shared insights into the enormous ways Data and Data predictions were changing the world and how decision-makers were making informed choices. In his inaugural address Rev Fr Emmanuel P.J, Director, Kristu Jayanti College of Law threw light on the areas where data analytics is applied today and how these tools at the tip of our fingers are changing the way we handle things in our life.

The MDP had seven sessions on topics like the Change of Workspace through Analytics, Practical Application of Analytics in Business, Analytics in Digital Marketing, Analytics Manager in Risk Management, Demystifying unstructured data processing, Impact of Data Visualization in Business and

Use of Analytics in sales and marketing. These expert sessions were held handled by experts in the field. Mr Divyang Trivedi, Director, Grant Thornton LLP (US); Mr Jayas Damodaran, Head – Strategy and Operations, Salesforce; Mr Manoj Karnath, Vice-president & Global Head – Data and Intelligence, Mindtree; Mr Tapan Totla, Analytics Manager in Risk Management, Wells Fargo; Mr Sushanth Thangami, Senior Data Scientist; Mr Aman Nahar, Co-Founder, CEO, SEO, PPC, Analytics, Namaste Digital and Mr Kamal Kanath T, Regional Vice-President, Salesforce.

The sessions enriched the participants with knowledge on the practical applications of data analytics and also on the trends that corporates can look out for. Question and Answers sessions followed at the end of every technical session which was eloquently answered by the experts with rich examples and anecdotes. The event concluded with a formal vote of thanks.

