

Detailed report for each program

Theme : Skill Development

Topic : Skill Development with Career Progression in Business Analytics and Data Science for MBA

Webinar Lecture: 9th May 2020

Time and Day: 12:00 PM (Saturday)

- **Name**: Mr. Amit Kumar Kushwaha
- **Organization**: IIT Delhi
- **Conducted By**: Alumni Relations Team
- **Purpose of GL**: Knowledge sharing session
- **Blog Post Link**: <https://blog.sitm.ac.in/webinar-career-progression-in-business-analytics-and-data-science-for-mbas/amp/>
- Webinar for Semester -1/2/3/4 : 3

Mr. Amit Kumar Kushwaha is a proud SIDTM alumnus, Batch 2009-2011. He is currently pursuing his Ph.D. at IIT Delhi. He has completed his master's research on Machine learning at IIT Delhi in 2016. He has hands-on experience as a Consultant and has previously worked with Fidelity Investment in the field of Digital Marketing and Model governance Practices. He also worked at Accenture AI on Online Deep Dive modeling for an American multinational telecommunications corporation and Long- and Short-term impacts by marketing vehicles for one of the world's largest Retail chain as well as with Absolut Data Analytics, where he built a Bayesian Model to calculate ROI of marketing levers for Asia's largest media house.

Mr. Amit shared his valuable experience in the fields of analytic and data science and how Data analysis has changed over the years. During his discussion, he focused on the skills required by the individual for a successful professional career and emphasized on how Data analysis is not just a subject but also a life skill. He explained the importance of communication skills, analyzing information. He also elaborated on steps to analyze data and the importance of data management, understanding consumer mind-set, and consumption power of consumers. He explained how to gain real-time insights and how to develop an understanding of these insights while understanding who all are the stakeholders involved and understand how the customers are perceiving the product. He helped students to gain knowledge about Data Science, Business Intelligence, Data Mapping, and Machine Learning. Mr. Amit shared about how we can now easily obtain data and quality data sets, he later shared a few data point regarding social media analytics and digital marketing.

Mr. Amit explained possible career paths for students interested in the subject and how students can pursue a career in analytics and shared information on how to develop CVs and about relevant skills. He concluded the informative session with a QnA and discussion with students.



amit kumar kushwaha is presenting

DIVYA CHINTA and 71 more

What happened? Descriptive Analytics

Why did it happen? Diagnostic Analytics

What will happen? Predictive Analytics

How can we make it happen? Prescriptive Analytics

Knowledge

VALUE

Journey

Anshuman Sen

Webinar - Mr. Amit Kushwaha



51 Turn on captions

40% Zoom Meeting Typing

DIFFICULTY

Photographs

The screenshot shows a Google Meet interface during a webinar. The main content area displays a presentation slide with the following elements:

- A vertical blue bar on the left with a black circle containing the word "Journey".
- A graph with "VALUE" on the vertical axis and "DIFFICULTY" on the horizontal axis.
- A diagonal line representing a "Journey" path, with labels "Insights" and "Forecast" at its ends.
- Four blue boxes along the path, each with a question and an associated analytics type:
 - Box 1: "What happened?" with "Descriptive Analytics".
 - Box 2: "Why did it happen?" with "Diagnostic Analytics".
 - Box 3: "What will happen?" with "Predictive Analytics".
 - Box 4: "How can we make it happen?" with "Prescriptive Analytics".

The interface also shows a top bar with "amit kumar kushwaha is presenting" and a list of participants including "DIVYA CHINTA and 71 more" and "Anshuman Das". At the bottom, there are controls for muting, video, and chat, along with a "Turn on captions" button and a note that "amit kumar kushwaha is presenting".

Screen Shots of the On line Session

Title of the workshops/seminars conducted

Skill Development with Career Progression in Business Analytics and Data Science

Details of the resource persons

Topic of the GL: Skill Development with Career Progression in Business Analytics
and Data Science

Details of the Resource Person:

- **Name:** Amit Kumar Kushwaha
 - **Organization:** Sling TV (Present Organization: HP)
 - **Conducted By:** Alumni relations Team
 - **Purpose of GL:** Knowledge sharing session
 - **Request came from:** Alumni relations Team
- Linkedin ID: <https://www.linkedin.com/in/amit-kumar-kushwaha-99548215/>

Bio of the Resource Person:

Amit Kumar Kushwaha has completed his PhD from Indian Institute of Technology (IIT) Delhi. Later he went on to work with many organizations sharing his contributions in the fields of Data Science, Analytics, to name a few. Currently he is working with HP as a Senior Manager, Machine Learning and Data Science.

His assignments/work over the last 16 years have included and define the following:

- He is a seasoned expert in leading AI ML initiatives across product and operational data science.
- He is the author of 12+ research papers in SCI, SSCI, ABS 3*, A* and A indexed journals.
- He currently holds 2 patents in the field of Recommendation and Search.
- He holds technical experience in Machines learning and Natural Language processing.
- He comes with a lot a Business Experience and Leadership Competencies that he demonstrates in his work.

