

Year	Batch (22-24)
Topic name of the guest lecture	Marketing metrics and analytics
Speaker Name	Dr Rajesh Deshpande
Number of Participants	116
Date	19/01/2023

The Activity report:

The main topic of the lecture was marketing metrics and analytics. Sir started with the discussion about marketing and the numbers in the market. He focused on how to use data and analyze it efficiently. He talked about how marketing metrics are used to evaluate and track the effectiveness of marketing campaigns and strategies. They provide businesses with important information on how their marketing efforts are impacting their bottom line. By using metrics and analytics, businesses can better understand their customers and tailor their marketing efforts to better reach and engage their target audience. He talked about how these metrics come to use in brand valuation, functional applications, brand switching, sales, and retailers, and further how we can use the data for better decision-making.

He then talked about market size estimation, specifically the filter model, which is used to solve market size cases based on demand size. He then talked about the Ansoff model and how it is used in estimation.

He then moved to the filter TREE form, which is another graphical representation of an issue tree; he explained it with a diagram.

Then he talked about data availability and presented the students with a case study to solve in the class; it was an interactive session. Then he moved on to scenario building and market expansion moves, which he explained in detail using the diagram.

Then he discussed the AIDA model and gave an example of Amazon; he further asked the students to solve a few numerical problems based on the model.

Towards the end of the lecture, he taught about brand switching and Markov's model and again represented the class with a few case studies and had the class solve them in Excel.

Sir concluded by summarizing the entire content discussed during the lecture. He addressed the questions the students raised. All the participants benefited from the session as they got an opportunity to dive deep into the marketing metrics and analytics.

Attendance report:

GL- Dr.Rajesh Deshpande - Date - 19th Jan.2023 @ C-Hall-9.00am to 12.00pm

Sr.No	PRN	Name	Sign.
1	22020542001	AAITIJHYA KARAK	P P
2	22020542002	ABHISHEK BHANDARI	A A
3	22020542003	ABIR KANJILAL	P A
4	22020542004	ADARSH PANDEY	P P
5	22020542005	ADITI MOOLCHAND VERSHA	A A
6	22020542006	AKANKSHA PARIHAR	P P
7	22020542007	AKANKSHA SINGH	P P
8	22020542008	AKASH BASU	P P
9	22020542009	AKSHAY ANAND TRIPATHI	P P
10	22020542010	AMAN NAND KUMAR GUPTA	P P
11	22020542011	AMOGH RAO	A A
12	22020542012	AMRIT KUCHROO	A A
13	22020542013	ANANYA SRIVASTAVA	P P
14	22020542014	ANIKET BERA	P P
15	22020542015	ANIKET KANOJIA	P P
16	22020542016	ANIRUDH KHURANA	A A
17	22020542017	ANKUR JHA	P P
18	22020542018	ANUBHA SHARMA	P A
19	22020542019	ANWESHA HAZARIKA	P P
20	22020542020	APRATIM SHARMA	A A
21	22020542021	ARNAB SARKAR	P P
22	22020542022	ATISH KUMAR	P P
23	22020542023	ATUL SHRIVASTAVA	A A
24	22020542024	AYUSH SHARMA	P P
25	22020542025	AYUSHI HORA	A A
26	22020542026	AYUSHI SINGH	P P
27	22020542027	BANDAL PRAJWAL SHANKAR	A A
28	22020542028	BANG MUSKAN KAMAL	A A
29	22020542029	BHAT YASHESEVE CHAND KUMAR	P P
30	22020542030	BHAVNISH SHARMA	P P
31	22020542031	BHIDE MIHIR DHANANJAY	A A
32	22020542032	BISHWAJEET GHOSH	A A
33	22020542033	CHOGLE SHRISH SUDHIR	A A

