Introduction to Data Analytics

IEEE MVSR CS Student chapter has summoned a webinar on Introduction to Data Analytics on 27th, April 2020. The event is conducted to give brief information regarding the definition of data analytics and escalate the importance of statistics in data analytics.

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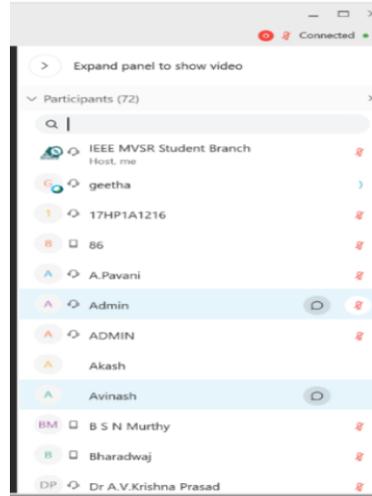|	
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Session details:

Date: 27th, April 2020.

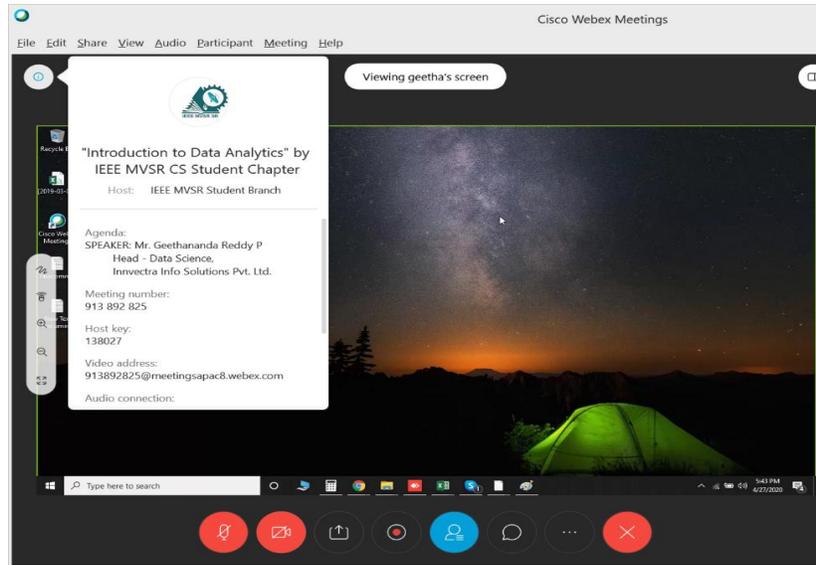**Time:** 05:30 pm – 7:00 pm.

No. of students attended: 72

Guest Speaker: Mr. Geethananda Reddy, Head lead at Innvectra Info Solutions Pvt. Ltd.
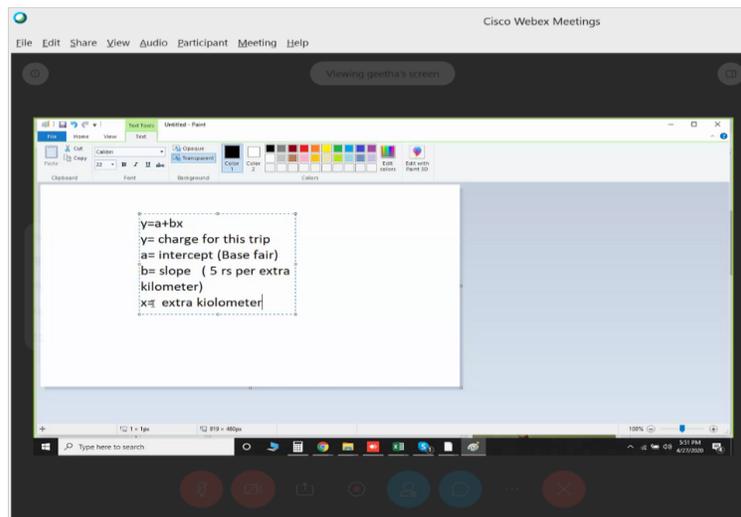

Attendees in the session

The webinar is started by Mrs. B Saritha, CS Student Chapter advisor, IEEE MVSR SB, giving a succinct detail about the guest speaker and his job profile in his current organization and how he analyses the stock market, banking, financiers etc. and motivated the students to make a keen observation in his lecture. Then the session is taken over by Ms. R. Ramya, IEEE MVSR SB chairperson, explained about his achievements, his work in analyzing and forecasting data, collaboration with Cognizant technologies, etc. and how actually the work will be done using in real   world.
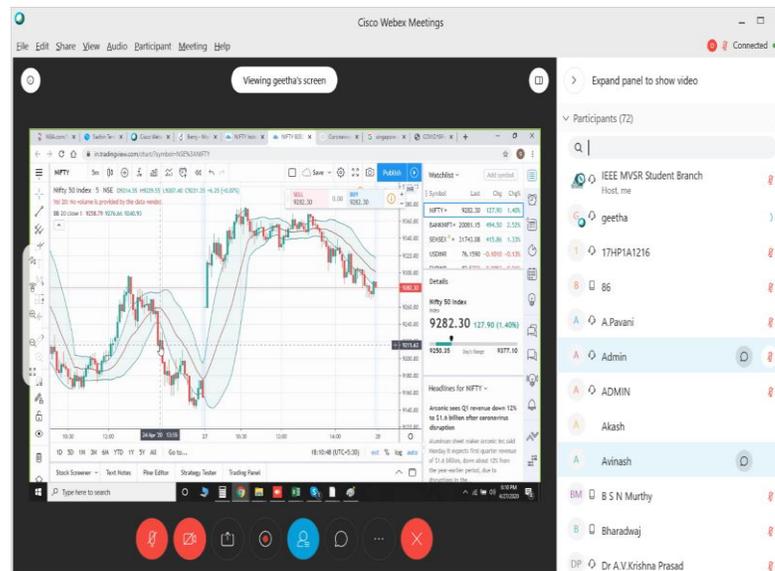
Introduction to Data analytics by guest speaker.

After getting familiarized with the lecturer and introduction, the speaker drove right into the analysis and analytics with real time like examples on sport domains, stock marketing, etc. He delineated about the problems that could be faced while dealing with the real time data and how painstaking and tricky it is to work with.

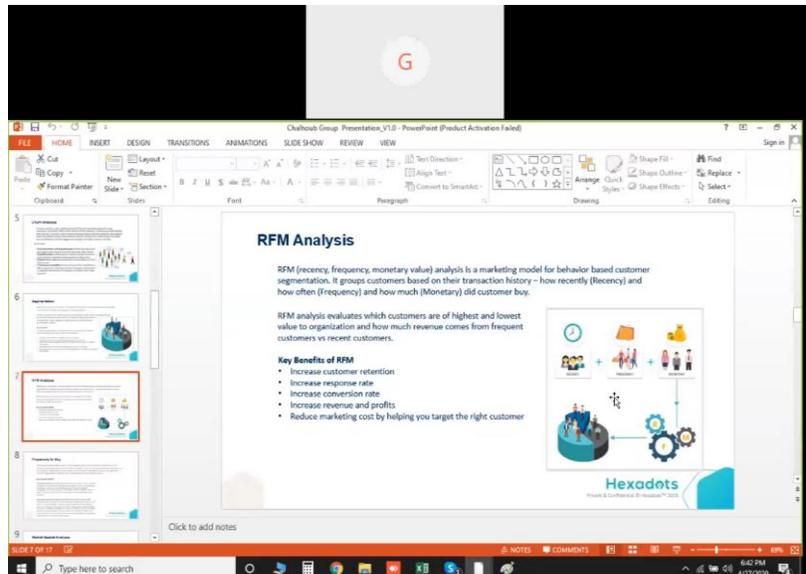Explaining of formulae that are used in extracting the information.

In addition to the formulae, without using the daunting language, he clearly explained the slope and intercepted formula with minimal words. He gained the attention of the listeners by sharing that data analytics is not a rocket science but in fact it is a day to day usable protocol that we use without our knowledge for example how we calculate the money while driving in Ola, uber, etc.

He also motivated the listeners to take up a few simple examples to try them out on their own so that they would understand how things are actually done. He also elaborated his correlation with NIFTY website and how predictions are scaled along with AI and regressions models; with respect to real time data; and how vast the field of AI could spread in different domains like sports, stock market, budget calculations, etc., detailed about the usage of Bollinger band and how standard deviations might play a vital role in the aspect of prediction.

Explaining the Bollinger band formula.

He also opened up about the job deals that students might bag if they are a full data analyst and how it can actually help the world from major crisis like COVID-19 predictions and how data is manipulated every day which in further effects the bad analysis of COVID-19; also helping the students to use simple algorithms like logistic regression, classification model and NLP instead of using high coding and analytic techniques like CNN and ANN; also how solving puzzles from different domains can actually escalates one selves' domain in various perspective.

Speaker explaining RFM and key benefits of it.

RFM analysis is a kind of analysis which is a marketing model for behavior-based customer segmentation and how actually the model groups customers based on their transactional history.

He also explained the advantages of using RFM, also detailed about the segmentation process which is nothing but knowing the customers and market, and how crucial it is to understand the customer behavior and categorize customer based on their demography and buying behavior.

At the end of the session, he incorporated a seed in the mind of the students to learn different modules from online sites relating to statistics and to take up simple data sets and apply different manipulations so that they would actually know what is happening in the real world.

Then, Mr. S. Sai Teja, Chair, IEEE MVSR CS showed gratitude towards speaker for giving such valuable advice and provocation of students to lead their future in field of Data Science.

REPORTED BY-

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