



Activity Report

Academic year 2023-24 (July 2023 to June 2024)	
Name of the Activity	Workshop on Case Study Approach for Data Analytics
Date	03.01.2024
Time and Venue	10.00am to 1.00pm; Auditorium
Mode (Online/Offline)	Offline
Please provide the youtube link (if online)	NA
Organized by: Name of the Department/Activity Centre	Department of Computer Applications
Event Coordinator/ Faculty In-charge	Faculty In-charge - Ms Jahanavi Rao
Nature: Academic /Co- curricular/extracurricular/others	Academic
Topic/Activity	Case Study Approach for Data Analytics
Resource Person Details (Name, Designation and Organization/Institution)	Prof. Mithun Coordinator, Business Analytics Programme RV Institute of Management Bengaluru
No. of Participants	50
Objectives of the activity	<ul style="list-style-type: none">• Provide students with a practical understanding of data analytics through real-world case studies.• Highlight the diverse applications of analytics in areas such as cost reduction, logistics planning, and business strategy.
Methodology	Presentation and Activity by the students
Outcome of activity	<ul style="list-style-type: none">• Enhanced analytical skills and the ability to apply theoretical concepts to real-world business situations.• Able to visualize the data patterns, identify the trends, and to extract meaningful insights during exploratory data analysis.• Understand and apply predictive analytics to make informed decisions, demonstrated through a case study on predicting customer churn using machine learning algorithms.• Overall feedback - 32% of student responses was Excellent and 65% of student responses was Good.

Invitation



SSMRV College®

DEPARTMENT OF COMPUTER APPLICATIONS

WORKSHOP ON

Case study approach for Data Analytics



Resource Person
Professor.Mithun

Coordinator,
Business Analytics Programme,
RV Institute of Management
Bengaluru - 41



DATE :

03 - January 2024



VENUE :

Auditorium



TIME :

10 AM To 1 PM

SMT R SHANTHI KRISHNA

HOD
Department of Computer
Applications

DR GEETHA R

Principal
SSMRV College

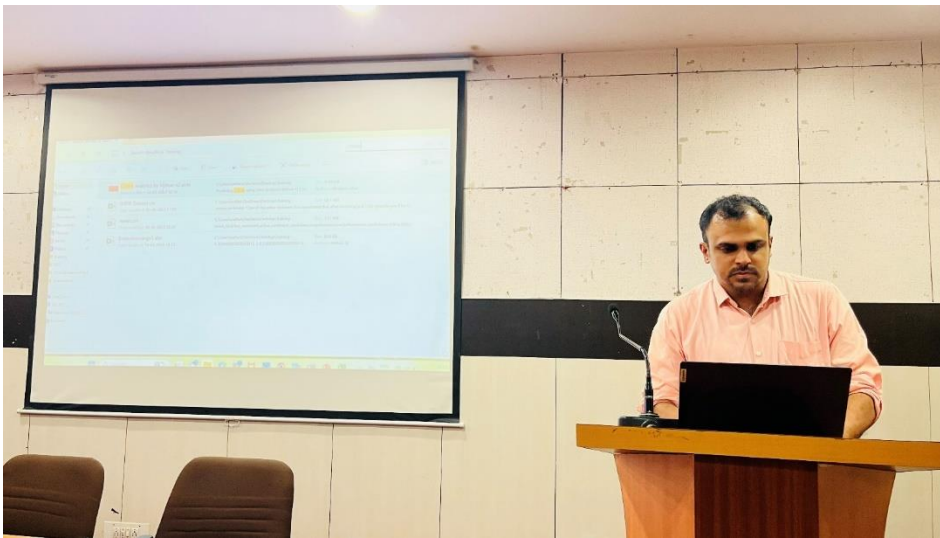
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Event Report

The workshop on the Case Study Approach in Data Analytics for final year BCA students was conducted on 3 January 2024 at College Auditorium. The event witnessed active participation from 50 students who engaged in a comprehensive exploration of real-world case studies from prominent companies such as Amazon, Twitter, Netflix, Uber, and a special case study on COVID-19. The workshop aimed to provide practical insights into the application of data analytics in business scenarios, decision-making processes, cost reduction, logistics planning, and other strategic aspects.

Event Photographs





Student Participant List

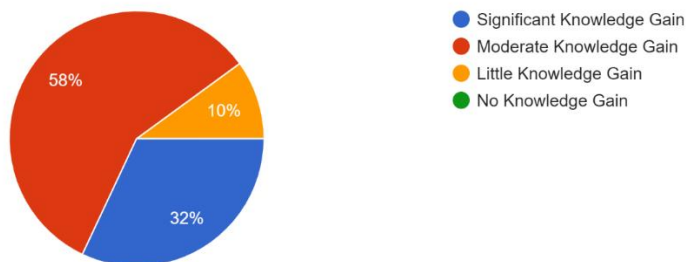
No of students = 50

1. Punith bhaskar k
2. DHANUSH B R
3. KavyaShree
4. Champa V
5. Gowtham L
6. Srivathsa V
7. Vishnu J
8. Kanmani.M
9. Varun p
10. Chaithanya.R
11. Sandeep bafna
12. Sanath Kumar V
13. Rakshitha N M
14. Ranjitha BA
15. Nandini G
16. CHANDANA S
17. Sonika.R
18. Pranab P
19. Sushmitha.R
20. Shilpa c
21. HARIN N
22. Zahera begum
23. Lokesh M
24. Sheshadri S
25. Senil James
26. Sanjana RC
27. Punith A
28. Hitha R
29. G Ramya
30. Akshaya M
31. Sophia Jones R
32. A.N.Supreeta

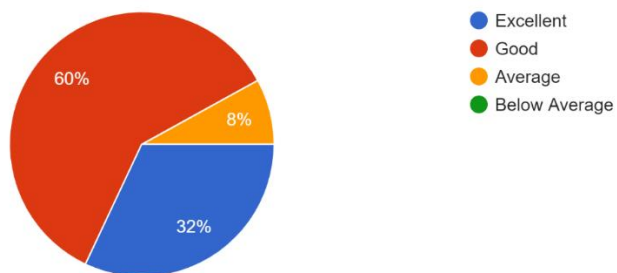
33. Mohammed junaid
34. Jawad Hussain
35. Vaishnavi Shree A
36. Poorvi C
37. Vinutha N
38. Kushal Kumar R
39. Sridhar s
40. Madhura GV
41. Disha R Pandey
42. Divya R Pandey
43. Manjunath R
44. Ananya H
45. Jagadish r
46. Satish S
47. Navya C S
48. Vijay kumar P
49. Darshan L
50. Spoorthy

Feedback Analysis

To what extent do you feel you gained new insights or knowledge
50 responses

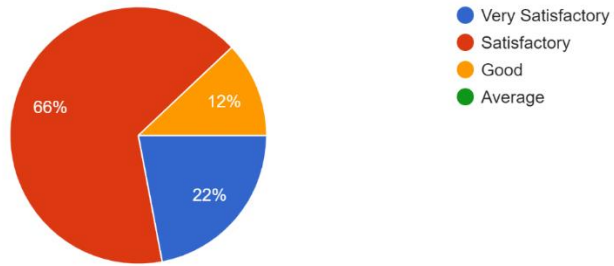


How would you rate the quality of the content presented in the workshop?
50 responses



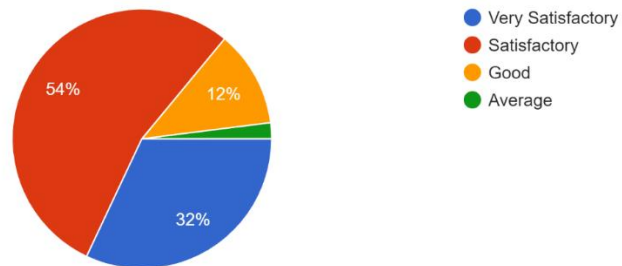
How effective was the speaker in conveying the workshop contents ?

50 responses



The presenter was clear and informative in the subject.

50 responses



Faculty Incharge

HOD

Principal