TWO DAY NATIONAL CONFERENCE ON ANALYTICS AND ARTIFICIAL INTELLIGENCE IN COMMERCE

Organised by: department of commerce

Hosted By:St Francis De Sales College

On 7th Aug& 8th Aug 2019

(wed&Thu)

7th Aug 2019 (wed) Day 1

08.45 am – 10.45 am inaugural session

(Mrs .Ashwin Karthik)

Profile of resource person

CHRMP – Certified Human Resource Management Professional with 11+ years of experience in multiple Administrative and Leadership positions

Digital Marketing trainer – Ashwini is certified by Digital Academy 360, a Google Partner, for successfully completing the "Advanced Digital Marketing Certification Program" which included working on live projects and case studies. She is also certified by DigiTechniks for successful completion of the "Integrated Digital Marketing Certification Program". Ashwini also has to her credit, certifications from Google for completing the "Google AdWords Search "and "Display Network" certifications. She has a certificate of course completion from Udemy for "Building a Facebook Chabot in Chat fuel". She is also certified by IBM on "How to build a Chabot without coding" program on Blue mix platform using Watson Conversation.

About the seminar ....

Many everyday influences of artificial intelligence are altering the way our daily lives look. If someone from the 1950s travelled through time and arrived in 2019, they would marvel at the way we use our smartphones to navigate around town, how virtual digital assistants such as Alexa and Cortana respond to our queries and would be baffled by our addiction to social media channels such as Facebook, Instagram and Twitter.

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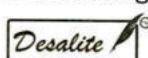
What is now normal to us and powered by AI, would be utterly foreign to our friend from the past. There's no doubt that artificial intelligence is an integral part of our daily lives.

Our financial institutions, legal institutions, media companies and insurance companies are all figuring out ways to use artificial intelligence to their advantage. From fraud detection to writing news storeys with natural language processing and reviewing law briefs, AI's reach is extensive.

Business analytics is the process of using quantitative methods to derive meaning from data in order to make informed business decisions.

There are three primary methods of business analysis:

Descriptive: The interpretation of historical data to identify trends and patterns

Predictive: The use of statistics to forecast future outcomes

Prescriptive: The application of testing and other techniques to determine which outcome will yield the best result in a given scenario

10.45 am – 11.15 am Inaugural Session

11.15 am -11.30 am Tea Break

11.30 am – 01.30 pm Technical Session 1

Mrs .Ashwin Karthik

Descriptive: The interpretation of historical data to identify trends and patterns in business

Business analytics can be a valuable resource when approaching an important strategic decision.

How to interpret and make data analysis case study of : When ride-hailing company Uber upgraded its Customer Obsession Ticket Assistant (COTA) in early 2018—a tool that uses machine learning and natural language processing to help agents improve their speed and accuracy when responding to support tickets—it used prescriptive analytics to examine whether the new iteration of the product would be more effective than its initial version.

Through business analytics —a method of comparing the outcomes of two different choices—the company was able to determine that the updated product led to faster service, more accurate resolution recommendations, and higher customer satisfaction scores. These insights not only streamlined Uber's ticket resolution process, but saved the company millions of dollars. The entire discussion was based on uber case study

01.30 pm - 02.15 pm Lunch

02.15 pm - 02.30 pm transform your practice with the cloud –

02.30 pm – 04.30 pm Technical Session 2

Predictive: The use of statistics to forecast future outcomes and prevention of operation cost

8th Aug 2019 (Tuesday) Day 2

09.30 am – 11.00 am Technical Session 3

Beyond financial gains, analytics can be used to fine-tune business operations.

In a recent KPMG report on emerging trends in infrastructure, it was found that many firms are now using predictive analytics to anticipate maintenance and operational issues before they become larger problems.

A mobile network operator surveyed noted that it leverages data to foresee outages seven days before they occur. Armed with this information, the firm can prevent outages by more effectively timing maintenance, enabling it to not only save on operational costs, but ensure that it's keeping assets at optimal performance levels.

11.00 am – 11.15 am Tea Break

11.15 am – 12.45 pm Technical Session 3 continues

Prescriptive: The application of testing and other techniques to determine best marketing outcomes which outcome will yield the best result in a given scenario

The more technology develops, the more time and budget CMOs are allocating to understanding the performance and growth influence of their marketing efforts. In fact, a recent survey predicted spending in the area will increase by 200% in the next three years. Marketing teams can often struggle to demonstrate credibility, but the adoption of strategic marketing analytics can make it easier to show your marketing endeavours' ROI.

Marketing analytics is the practice of managing and studying metrics data in order to determine the ROI of marketing efforts like calls-to-action (CTAs), blog posts, channel performance, and thought leadership pieces, and to identify opportunities for improvement. By tracking and reporting on business performance data, diagnostic metrics, and leading indicator metrics, marketers will be able to provide answers to the analytics questions that are most vital to their stakeholders.

12.45 pm – 01.30 pm Lunch

01.30 pm - 04.30 pm Technical Session 4

Seminar outcome

Seminar outcomes: Upon successful completion of this program, the student shall be able to:
1) Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations.

2) Apply basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning.

3) Demonstrate awareness and a fundamental understanding of various applications of AI techniques in intelligent agents, expert systems, artificial tools.

Co-ordinator
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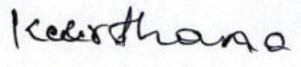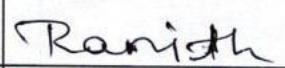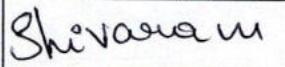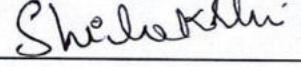## A FRANSALIAN INSTITUTE OF HIGHER LEARNING

ATTENDENCE SHEET

EVENT NAME :ANALYTICS AND ARTIFICIAL INTELLIGENCE IN COMMERCE
CLASS:COMMERCE DEPARTMEMT
DATE:7 /08/2019 to 8/08/2019

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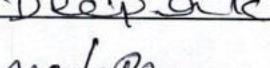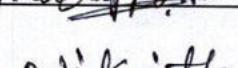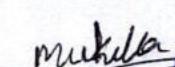| SL.NO	NAME	UUCMS REG.NO	Signature
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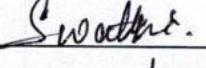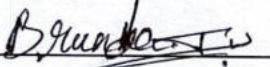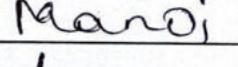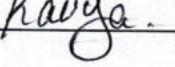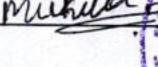
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115	BABY NISHA.D	20NCCMD005	
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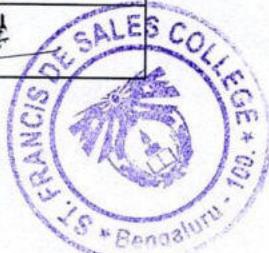
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