

11.30 am - 1.00 pm Technical Session V - Tools of Web Analytics



**Mr. Ravi Shankar Singh**  
Asst. Manager, Digital Analytics Time Inc

Mr Ravi in his current position is involved in managing and implementing Third Party Tags through Tealium on all UK titles (65 brands) and Migration of Classic GA to Universal Analytics tags through Tealium for UK titles, QA and testing of JavaScript files on the client's web site before deploying them on the site. He is an expert in the use of Adobe Analytics (previously Omniture Site Catalyst) and DTM, IBM Digital Analytics (previously Coremetrics) and DDX, IBM Tealeaf Customer Experience Analytics

(On-Prem and On Cloud) and Google Analytics and GTM. Prior to his current position he worked as a Lead Consultant for IBM Customer Experience Analytics, IBM India Private Limited and as a Business System Analyst - Adobe Analytics for Cognizant.

**Participants' Profile**

- 1. Faculty members of Management & Commerce.
- 2. Research Scholars.
- 3. PG Students of Management.
- 4. Corporate Professionals.

**Registration Fee** : Rs. 300/- (Registration fee includes Programme kit, Lunch & Refreshments)

**Important Dates**

Participation Confirmation : January 04, 2018

Programme Dates : January 05 & 06, 2018

Registration through e-mail before January 04, 2018 : [mdp@kristujayanti.com](mailto:mdp@kristujayanti.com).

Participants will be given Certificates after all Technical Sessions are over.

**Organizing Committee**

**Patron**

**Rev. Fr. Josekutty P. D., CMI**

Principal

**Advisors**

**Rev. Fr. Augustine George CMI**

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**Rev. Fr. Som Zacharia, CMI, Director, Library & Development**

**Rev. Fr. Emmanuel, CMI**

Faculty, Dept. of Psychology

**Programme Chairs**

**Dr. Aloysius Edward J.**

Dean, Faculty of Commerce & Management

**Dr. Vijaya Baskaran**

Head, School of Management

**Programme Coordinator**

**Prof. Stephen Deepak**

Faculty, School of Management



**Kristu Jayanti College**

**AUTONOMOUS** Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

**School of Management (MBA & PGDM)**

**National Level**

**Management Development Programme (MDP)**

on

**SUPPLY CHAIN MANAGEMENT,  
RETAIL AND CONSUMER ANALYTICS**

**January 05 & 06, 2018**

Venue : St. Kuriakose Elias Auditorium, College Campus

**How to reach Kristu Jayanti College, Bengaluru**

From Majestic BMTB Bus Stand – Platform 19 : Bus Route – 292B, 292C

From K.R. Market : Bus Route – 292, 292D, 293C

From Vasanth Nagar/Cantonment Station/Bangalore East Station : Bus Route – 292, 292B, 292C, 292D, 292F, 293C

Nearest Railway Station : Bangalore East ( 8 kms)/Cantonment (10 kms )

By Air : Bengaluru International Airport (28 kms)

Address for Communication

**School of Management (MBA & PGDM)**

**Kristu Jayanti College, Autonomous**

K. Narayanapura, Kothanur P.O., Bengaluru – 560077, Karnataka, India. Ph : +91-80-28465611 / 28465353 / 28465770

Mob: 9845965194 / 9449987689 | Fax: +91-80-28445161. | e-mail : [mdp@kristujayanti.com](mailto:mdp@kristujayanti.com)





Kristu Jayanti College is an incarnation of the educational dreams of Saint Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). He envisioned the sunrise of a renewed humanity through the integral development of mind, body and spirit. The motto of the college, Light and Prosperity, aims at this synthesis and the harmony of the spiritual and the physical, the mind and the body. The curriculum and the co-curricular activities are the basic structures acting as springboards to step into the mystery of human life and beyond.

Kristu Jayanti College is reaccredited by NAAC with 'A' Grade in 2015 and is an Autonomous College under Bangalore University. Housed in a spacious campus, the college incorporates a traditional academic setting with a cutting edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes.

The College is ranked 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> in Commerce, Arts & Science among top 10 Colleges in Bangalore and 16<sup>th</sup>, 22<sup>nd</sup> and 24<sup>th</sup> best Commerce, Science and Arts College in India by India Today Nielsen Survey 2015.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

## SCHOOL OF MANAGEMENT (MBA & PGDM)

School of Management was established in the year 2002 with an objective of shaping young managers to meet the growing demand of management professionals for the industry. The School offers 2 years full time PGDM and the MBA programme affiliated to Bangalore University and approved by AICTE. The School encourages continuous quality interface with industry through internship, projects, workshops, seminars, MDP's, lectures, Six Sigma green belt certification etc. It aims to develop budding managers with a sense of initiative and accountability. It ensures the holistic development of its students, thereby making them intellectually, socially, physically and spiritually balanced human beings. Management programme (MBA & PGDM) is ranked among the top in leading B School surveys.

## ABOUT THE PROGRAMME

Data analytics is the science of examining raw data to help draw conclusions. It is used in many industries to allow companies and organization to make better business decisions and in the sciences to verify (or disprove) existing models or theories. In the past few years, we have seen more use of data analytics in Business especially in the supply chain & logistics functions. The report "Supply Chain Analytics Market by Solution Worldwide Forecast and Analysis to 2019", defines and divides the supply chain analytics market into various segments with an in-depth analysis and forecasting of revenues. The global supply chain analytics market is expected to grow from \$2.5 billion in 2014 to \$4.8 billion by 2019, at a CAGR of 14.6% during the forecast period.

The supply chain analytics market is broadly segmented by type of its solution: supply chain planning and procurement, Sales & Operations Planning (S&OP), manufacturing analytics, transportation and logistics analytics, visualization and reporting tools; by type of service: professional service, and support and maintenance service; by type of deployment model: on-premise, and on-demand (cloud-based); by type of verticals: retail and Consumer Packaged Goods (CPG), health care and life sciences, manufacturing, automotive, aerospace and defense, high tech and electronics and others; and by region: North America (NA), Asia-Pacific (APAC), Europe, Latin America (LA), and Middle East and Africa (MEA).

According to an article on EBN online (Betting on Analytics as Supply Chain's Next Big Thing), "Some industry experts claim that the day for real-time supply chain practices has come -- and is on the verge of being more mainstream, thanks to a multitude of cloud data management tools and increased corporate adoption of new supply chain software platforms coming to market. However, there's also acknowledgement that a necessary foundation for moving efficiently at real-time speed -- supply chain analytics -- is still very much at the beginning stages of development at many companies, and will take time to build out." The emergence of new channels has changed the way retail customers interact and shop. To engage these always-on consumers, retailers need to better understand their behaviors, preferences, anticipate changes faster, as well as personalize promotions and communications -- to stay ahead of the competition.

In this background School of Management of Kristu Jayanti College organizes two day Management Development programme (MDP) 'Supply Chain Management (SCM), Retail and Consumer Analytics' with an objective to provide the participants tools and techniques of SCM, Retail and Consumer analytics and to expose them to practical exposure to various tools.

January 05, 2018

9.15 am - 11.00 am – Inauguration and Technical Session I

Inauguration and Conceptual Framework of Supply Chain Management and Consumer Analytics



**Mr. Srin Rengarajan**

**Vice President and Global Head - Data and Analytics, 3i Infotech Ltd.**

Mr. Rengarajan is an experienced professional in the field of BIDW and Advanced Analytics with over 21 years of industry experience.

Currently he is Vice President and Global head for Data and Analytics at 3i Infotech. Prior to joining 3i Infotech he was part of the leadership team at Wipro heading the Business Analytics and Insights as a

Services across all Industries. He has managed and executed many Analytics and BIDW Consulting and Solution Deliveries engagements in the domains of Financial Services, Insurance, Retail, Telecom, Logistics, Hospitality and Energy and Utilities, which include Analytics Strategy, Data Management Strategy, BI Reporting, Data Visualisation, Big Data, MDM, CDI and large Enterprise Data Warehouse.

11.30 am - 1.15 pm Technical Session II Consumer & Retail Analytics



**Mr. Santosh Jayanti**

**Adobe certified Expert - Digital Analyst, Site catalyst, Web analytics Consultant**

Mr. Santosh is an accomplished Customer & Web analytics professional with a proficiency in the Retail domain. His areas of expertise include Web analytics, Product affinity, Customer analytics, E-commerce site optimization, Profile based targeting, Store pick algorithms, Google analytics and Business Analytics consulting. He has Worked as Business consultant – Digital strategy for Adobe

systems and consulted fortune 100 clients to effective leverage Adobe's analytics and optimization platforms. He has worked as Lead – Analytics for world's 2nd largest retailer, Tesco and trained more than 200 professionals through various corporate training assignments across the country for corporate clients such as Ford, LG CNS, WNS, United health Group, JK Technosoft, Flipkart, Deloitte digital etc.

2.15 pm - 4.00 pm Technical Session III Supply Chain Management Analytics



**Mr. Ghanshyam Singh Sisodia,**

**Director-Supply Chain Management, Mountain Trail Foods Pvt Ltd**

Mr Ghanshyam is a Goal oriented senior supply chain executive with more than fifteen years of experience in end-to-end supply chain, cross-functional team leadership and competitive market positioning, which enable positive outcomes with a sustainable growth. He is an idealistic leader, with a proven track record of enhancing revenue growth and cost savings, through strategic process

improvements, savings initiatives, leveraging unutilized capacities, development of transportation networks among others. Prior to this assignment, he was the Deputy General Manager-Supply Chain Management (SCM Head) at Rich Products Corporation, Manager-Supply Chain Management (SCM Head India) at Dabon International Pvt Ltd (JV of Bongrain France & Dabur India) and Manager Operations (Supply Chain) at Radhakrishna Foodland Pvt Ltd.

January 06, 2018

9.15 am - 11.00 am – Technical Session IV - Talent Supply chain Analytics



**Mr. Santosh Mishra,**

**Principal Advisor, Human Capital Foundation**

Mr. Santosh is currently an independent advisor to multiple Organizations where he contributes directly to strategic HR Initiatives in a consultative mode. These assignments are in the areas of HR & Talent Advisory, Change Facilitation, HRD systems & process consultation, Performance Mgt., OD & Leadership interventions. He is a seasoned HR Leader with 15years' experience in global,

multinational organizations and has handled a full spectrum of human resource programs, services and functions. His experience spans Software R&D, Biotechnology and E-commerce. He has successfully led HR teams in companies with an employee base of 500 - 3000 in multi geo environments and \$ 50 Million - \$ 150 Million run rate.