

2 Days Workshop
11th & 12th November 2022
10:00 AM to 6:00 PM

IMPROVING BUSINESS PERFORMANCE WITH DATA MINING



Dr. Sunil D. Lakdawala
BI Trainer & Consultant
Entrepreneur



Mr. R. Radhakrishnan
Business Advisor & Consultant

OBJECTIVE

This workshop is designed to provide a comprehensive overview of how Data Mining techniques are applied in business situations to improve Business Performance. The participants undertake hands-on exercises using software R and excel.

TAKEAWAYS

- Confidently identify opportunities of using Data Mining for improving performance in their business/work
- Sponsor and manage Data Mining projects in their organization successfully.

TOOLS USED

Excel, R - Software

PEDAGOGY g e t better

The program includes:

- Cases to discuss the application of Data Mining in business
- Presentation of Data Mining techniques and discussion on their application
- Interactive deliberation on opportunities of using Data Mining techniques with q&a
- Exercises for hands-on use of a Data Mining software

BMA Members:-

Ordinary Members = INR 7000/-

Life Members = INR 6000/-

Corporate = INR 8000/-

Academic = INR 5000/-

Non Members - INR 12,000

***(+18% GST Applicable)**



DAY 1

WHOM TO GIVE LOAN? SUPERVISED -
CLASSIFICATION

DATA MINING CONCEPTS, TECHNIQUES,
APPLICATIONS:

- TRAINING, VALIDATION AND TEST DATA
- DECISION TREE
- CONFUSION MATRIX

PREDICTING MARKET VALUE OF AN ASSET

SUPERVISED - REGRESSION DATA MINING
CONCEPTS, TECHNIQUES, APPLICATIONS:

- LINEAR REGRESSION
- RMS AND MAPE

TARGET MARKETING SUPERVISED -

DATA MINING CONCEPTS, TECHNIQUES,
APPLICATIONS:

- LIFT CHART
- LOGISTIC AND LINEAR REGRESSION

DAY 2

WHAT GOES TOGETHER UNSUPERVISED -
ASSOCIATION

DATA MINING CONCEPTS, TECHNIQUES,
APPLICATIONS:

- SUPPORT, CONFIDENCE, LIFT
- SUPPORT CUTOFF AND TAXONOMY

BIG DATA ANALYTICS

CONCEPTS, TECHNIQUES, APPLICATIONS:

- TEXT MINING
- INTRODUCTION TO SENTIMENT ANALYSIS, SOCIAL
NETWORK ANALYSIS

INTRODUCTION TO BUSINESS ANALYTICS AND BIG
DATA ANALYTICS

- NORMAL AND BIG DATA
- REQUIREMENTS
- DATA WAREHOUSE
- DATA ANALYTICS
- BIG DATA ANALYTICS
- METRICS
- MATURITY MODELS

CASE STUDY - EXPERIENCE SHARING ON BI
IMPLEMENTATION IN A REPUTED ORGANISATION


BY MR. R. RADHAKRISHNAN


WORKSHOP BEST SUITABLE FOR

- Mid Level and Senior Level
professionals
- Entrepreneurs
- MSMEs

CONTACT FOR BULK REGISTRATION

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