



Analytics
Society of India



Jaipuria Institute of Management, Noida
in association with
Analytics Society of India
organizes

Masterclass

Demystifying Artificial Intelligence

March 28, 2023 | 02:30 PM – 05:30 PM

Workshop

Data Visualization & Storytelling

March 29 - 30, 2023 | 10:00 AM - 05:00 PM

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
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In the current world where everything is digitalized, there is so much of data which gets captured around us. So how do we comprehend this big data and extract valuable, actionable insights and explain this data effectively to stakeholders? As the saying goes “A Picture is worth a thousand words” Visuals are powerful drivers for conversations.

Visualizations can help us make sense of the data. Data storytelling is an about presenting data in a way to aid business decisions. The best data stories are insightful, compelling and inspire the audience to take action.

A data storytelling approach gives the managers the ability to visualize the insights you derive from your data science problem.

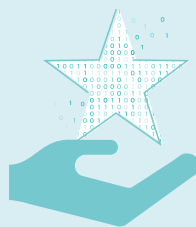
Data analysis is useless for you and your business if you do not know how to present the insights to your key stakeholders to make better business decisions.

If we can't tell a compelling story with the data, no one will act on our analysis. In this course, we will discuss data insights through visuals and show how to make those visuals compelling and easy to understand through a series of real-world examples.



WORKSHOP OBJECTIVE

This course is designed to give participants a solid grounding in fundamental data visualization data storytelling learning concepts. This course is spread across 2 days and will have a plenty of hands-on exercises using real world data sets.



Key Benefits/ Takeaways

The participants will understand the importance of visualization and storytelling in business communication and learn how to communicate effectively using data visualization.

Pedagogy



Combination of lectures, hand-on sessions and case discussions will be used during the course.

WORKSHOP CONTENT

- **Introduction to Visualization:** Need to visualize data and how visualization can be an essential tool for exploring and communicating complicated information. Seven stages of data visualization and various types of charts like comparison, distribution, composition, and relationship. Exploratory and Explanatory analysis.
- **Visual best practices:** Edward Tufte's visual encoding. Conversion of data into visualizations to draw valuable insights.
- **Visualization of Numerical Data:** Choosing right chart for the data on hand. Data analysis as a dashboard to provide narrative and communicate the results.
- **Visualization of Text data:** Visualization and the challenges of handling text data. How we use chart types such as word clouds, scatterplots, histograms, line charts etc. to visualize a document. Topic models, word embedding, and creating visualizations with bubble charts, bar charts, and t-SNE clusters.
- **Visual Storytelling:** Why story telling matters and the science of storytelling. Various types of visual storytelling techniques and the pitfalls of traditional presentation methods. We will also learn about how businesses are adapting various presentation techniques like Pecha-Kucha, Presentation Zen to improve their communication among professionals and how these techniques allow them to weave a story around their presentation to make them more thoughtful, engaging, and interesting to the audience.
- **Story telling framework:** Types of narratives: author-driven narratives and reader-driven narratives. Seven different types of story types and how to create a narrative around a data science problem through visualization.
- **Misleading with charts:** How bad visualization can be misleading in decision making.

Resource Person - Masterclass

Prof U. Dinesh Kumar

Chair, Data Centre & Analytics Lab
Indian Institute of Management
Bangalore,
President - Analytics Society of India



Prof U Dinesh Kumar is a Professor of Decision Science discipline and the chairperson of Data Centre and Analytics Lab at IIM Bangalore. He holds a Ph.D. in Mathematics from IIT Bombay and M.Sc. in Applied Sciences (Operations Research) from P.S.G. College of Technology. U Dinesh Kumar has published several research articles in reputed academic journals such as European Journal of Operational Research, Annals of Operations Research, International Journal of Production Economics, The Journal of Operational Research Society, Computers and Operations Research, IEEE Transactions on Reliability, International Journal of Reliability, Quality and Safety

Engineering. He has published more than thirty case studies on Business Analytics and Machine Learning Algorithms based on Indian and multinational organizations at the Harvard Business Publishing's case portal and published books at Wiley. He has been recognized as one of the Top 10 Most Prominent Analytic Academicians in India for his extensive research in big data analytics by Analytics India Magazine. Prof. Dinesh Kumar regularly conducts corporate training programs in Analytics and has provided analytics consulting services to numerous organizations such as Boston Consulting Group, GE Healthcare and General Motors.

Resource Person - Workshop

Sharada Sringeswara

Adjunct faculty member
Indian Institute of Management,
Bangalore



Sharada Sringeswara is an adjunct faculty member at the Indian Institute of Management Bangalore – Data Centre and Analytics Lab (IIMB–DCAL) and Associate Partner at Acuver Consulting Private Limited. She is an alumnus of BITS Pilani and IIMB, with over 20 years of experience in leading IT development organizations. She is a seasoned analytics executive with hands-on and leadership experience in building business models with an understanding of the digital technology landscape. As a data enthusiast, she brings in product leadership by balancing knowledge and experience of data science and software engineering. She has worked with companies like

Walmart, Tesco, Sterling Commerce, Wipro, and Future Group. As a consultant at IIMB–DCAL, she has been involved in training and consulting in the field of data science. As an adjunct faculty at IIMB, she is teaching Data Visualization and Storytelling for MBA students. She has also been teaching analytics in both short and long duration faculty development programs at IIMB. As guest faculty at IIM Lucknow, she has been conducting training sessions on CRM and Text Analytics. She has co-authored analytics case in Harvard Business Publishing: Fantasy Sports: A Game of Skill or Chance. She has co-authored a book “Data Visualization: Storytelling Using Data”.

Registration Details

REGISTRATION FEE : TERMS & CONDITIONS

Combination of lectures, hand-on sessions and case discussions will be used during the course.

- Masterclass - Complimentary, subject to prior registration
- Workshop fee
 - Early bird – INR 6500 inclusive of GST @ 18%.
Early bird prices are good until 15th March 2023
 - Regular – INR 7000 inclusive of GST @ 18%
 - (ASI members are entitled for a discount of INR 500)
- Fee includes text book authored by the trainer, soft copy of materials and lunch and refreshments for two days
- Registration form can also be filled online on our website – <https://dcal.iimb.ac.in/upcoming-events.html> or scan below code
- ASI reserves the right to alter or modify the content at its sole discretion
- Certificate will be issued to only those who attend on both days
- Limited seats. Registration confirmation on first come basis
- Last date for registration and payment is 25 March, 2023. Refunds for cancellations received before 25 March, 2023 will be processed after deducting INR 1,000

Payment Mode

Payments are accepted online through NEFT/IMPS. Cheque/DD can be deposited into bank account as per details below.

Bank Name	STATE BANK OF INDIA
Bank Address	IIMB Campus, Bangalore - 560076
Account Holder Name	ANALYTICS SOCIETY OF INDIA
Account Number	64131937991
IFSC	SBIN0040803
GSTIN	29AAEAA6169M1Z7

FOR REGISTRATION
SCAN THIS QR CODE



For Registration: <https://forms.gle/RP94pk2iA75YH2hP6>

About The Organizers

Analytics Society of India(ASI) is the first and largest body of analytics professionals and organizations in India. It is a national level not- for-profit organization founded in 2013 by eminent personalities from Indian Institute of Science, Bangalore (IISc) and Indian Institute of Management, Bangalore (IIMB) with an objective of promoting and propagating knowledge in the area of analytics. Various blue-chip corporate organizations, educational institutions and individuals from across the country are members of ASI. ASI provides a platform for organizations and people to come together to share their knowledge in the field of analytics. It promotes research and application in this domain. ASI regularly organizes workshops, seminars, conferences and technical talks for the benefit of professionals.

Jaipuria Institute of Management, Noida was established in 2004; This top ranked B-School situated in the heart of the corporate hub of the NCR region provides students with wide exposure to industries. Jaipuria Noida offers AICTE approved, AIU recognized Post Graduate Diploma in Management Programs that is as equivalent to MBA; PGDM, PGDM (Service Management), PGDM (Marketing) and Doctoral level, fellow program in Management (FPM). The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the class room learning through live projects, field project studies and regular industry interface.



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Recognised PGDM
equivalent to MBA

NBA
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