



CME
Centre for Marketing
in Emerging Economies

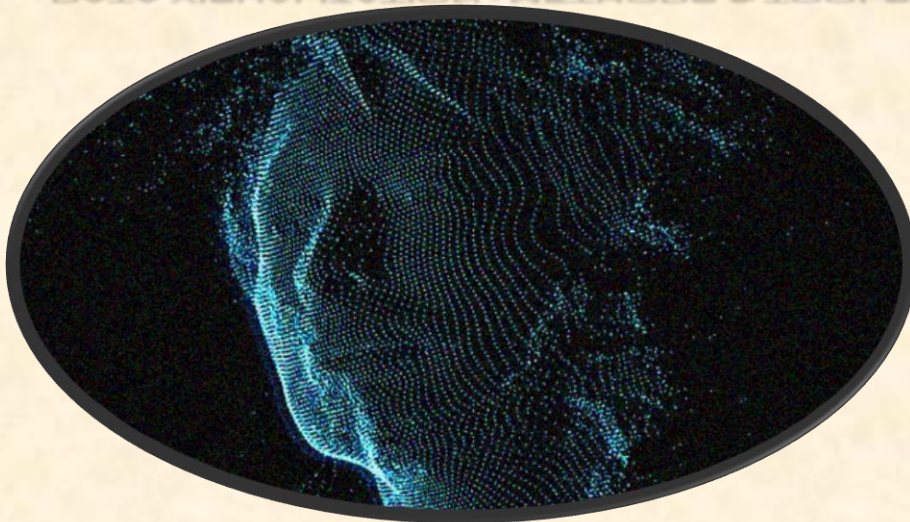
Centre for Marketing in Emerging Economies

In association with



Presents
2- Day Workshop on

DATA VISUALIZATION - METHODS & TOOLS



Date - 25th & 26th April'16
IIM Lucknow (Noida Campus)

SPEAKERS



[Mr Naveen Gattu](#)



[Mr Ganes Kesari B](#)



[Mr Mohan Krishnan](#)



[Prof. S.B.Dash](#)



[Prof Ashwani Kumar](#)



[Prof Mouty Maity](#)



[Prof Sameer Mathur](#)



[Prof Manoj Dash](#)



[Mr Manas Ranjan Kar](#)

WORKSHOP SCHEDULE

<u>Date</u>	<u>Time</u>	<u>Session Topic</u>	<u>Speaker</u>
Starting Ceremony	8.45am – 9.00am 9.00am- 9.15am	Registration Program Journey	Prof. S.B.Dash Chairperson CMEE & Mr Sandeep Saxena Director General MRSI
<u>Day 1 – 25th April'16 Noida</u>	09.15am-10.45am	Introduction to workshop Data Visualization for Strategic Marketing decision	Prof. S.B.Dash Associate Professor IIM Lucknow
	10.45am-11.00am	TEA BREAK	
	11.00 am-1.00 pm	Using the R programming language for Data Visualization	Prof Sameer Mathur Assistant Professor IIM Lucknow
	1.00 pm-2.00 pm	LUNCH BREAK	
	2.00 pm -3.30 pm	Text Data to Insights – Creating a storyline with social Data	Mr Manas Ranjan Kar Practice Lead -Text Analytics Juxt Smart Mandate
	3.30 pm – 4.00 pm	TEA BREAK	
	4.00pm – 5.30 pm	Interactive Graphical Data Analysis through tableau software	Prof Manoj Dash Assistant Professor IIITM, Gwalior
Day 2			
<u>Day 2 – 26th April'16 Noida</u>	9.15 pm – 10.45 am	Data Visualization and Data Mining using SAS	Prof Ashwani Kumar Professor IIM Lucknow
	10.45am-11.00am	TEA BREAK	
	11.00am – 1.00 pm	Visual storytelling: Using data and storytelling to get a message across	Mr Naveen Gattu COO & Co-Founder at Gramener Technology Solutions
	1.00 pm – 2.00 pm	LUNCH BREAK	
	2.00am -3.30 am	Tools & Techniques for visualising (and interpreting) social network data.	Prof Moutsy Maity Associate Professor IIM, Lucknow
	3.30pm – 4.00 pm	TEA BREAK	
	4.00pm- 5.30pm	Geographic Data visualization methods	Mr Mohan Krishnan The Peninsula Centre for Knowledge & Insights

BROAD AREAS OF DISCUSSION

Session I: Introduce Data Visualization: Methods and Tools

Learn usages of Marketing Engineering software for analysing, visualizing (and interpreting) consumer information for strategic marketing decision. Factor, discriminant analysis, correspondence and conjoint analysis will be used for perceptual/preference mapping and market simulation.

Session II: Using the R programming language for Data Visualization

Get an overview of the R programming language and its use in Data Visualization
Learn to use RStudio - a popular Integrated Development Environment
Learn to Visualize Information using Continuous and Discrete Variables
Learn to Compare Groups using Tables and Statistical Tests
Learn Graph Visualization using R
Learn to Analyze and Visualize Linear Models using R

Session III: Text Data to Insights – Creating a storyline with social Data

Identify building blocks of any social media data
Understand guiding principles of data cleansing
Find key sources to mine your data
Use of open-source tools to extract & analyse
Build a storyline with social media data, using visualization tools

Session IV: Interactive Graphical Data Analysis through Tableau software

Tableau is 10-100x faster than existing solutions. It's designed to support how people think. Tableau Desktop is a product that everyone can use to ask new questions, spot trends, identify opportunities, and make data-guided decisions with confidence. This Tableau session provides a deeper understanding of Tableau Architecture and concepts of Filters, Parameters, Graphs, Maps, Table Calculation and Dashboards.

Session V: Data Visualization and Data Mining using SAS

Using SAS software and case examples of applications of Data Mining Techniques, the session would illustrate the integration of Data Visualization and Data Mining and help the participants in developing an appreciation for the critical role of Data Visualization tools in various phases of Data Mining Process for extracting intelligence from business data.

Session VI: Visual storytelling: Using data and storytelling to get a message across

Why Data Science? An introduction to Visual representations • Cognitive principles of visual influence - the science of visual encodings • Putting together the data narrative - key components of an engaging story • Industry examples • Case study: Hands-on mini-project

Session VII: Tools & Techniques for visualising (and interpreting) social network data

How does a manager make sense of these user interactions, so as to meaningfully engage with its consumers/customers? Marketers and managers, in general, need to understand these interactions in order to pursue the marketing objectives of brand building, enhancing customer loyalty and

increasing customer profitability (to name a few). This session will look at tools and techniques for visualizing (and interpreting) social network data, and at methods for integrating network data with traditional data for richer customer insight.

Session VIII: Geographic Data Visualization Methods

The talk will cover various data representation methods available to visualise on geographical maps especially in the sales and marketing area. In addition, the talk will cover usage of both proprietary as well as open source software with live cases studies to demonstrate visualisation applications. The talk will also briefly cover use of multiple data sources for integration including operational/transaction data as well as secondary data.

ABOUT THE WORKSHOP

A visual picture is worth a thousand words – especially when one is trying to understand huge data, which could include several thousand or even millions of variables.

Data visualization refers to any effort to help people understand the significance of data by placing it in a visual context. Today's data visualization tools go beyond the standard charts and graphs and help in presenting data in more interactive way. Visual representation of business information provides mammoth opportunity for decision makers to see large amounts of data in clear, organized ways – and draw conclusions from that information. This workshop will explore how data visualization can be leveraged by participants to explain data. Participants will learn how to use various tools and techniques to present data in presentable ways, tell stories and make data accessible to broad audiences.

CMEE's offering this program is aligned with CMEE's goal of bringing state-of-the-art consumer understanding methodologies to the Indian market and raising the quality standards in the practice of consumer insight and marketing in India.

Workshop Pedagogy

Predominant methodology of learning will be through presentations, classroom exercises and real life business applications example demonstration through videos, conversation and collaborative learning.

WHO SHOULD ATTEND

- ② Marketing professionals & Marketing Research Professionals
- ② IT specialist/Data Scientists/ Data analyst
- ② Academicians/ Doctoral students

KEY TAKEAWAYS

- Describe the basics of data visualization foundations and effective techniques
- Create interactive visual interfaces that are clear and impactful to a broad target audience
- Learn how visualization tools and techniques can deliver meaningful business insights faster

REGISTRATION

Certificate of Participation shall be given to all registered participants. To know more about the workshop [click here](#)

All participants are requested to fill in the registration form. [Click Here](#) to download the Workshop Registration Form. Kindly ensure that the completed form is mailed to cmee@iiml.ac.in

Registration Fees – 20,000 plus taxes

Discounts

Early Bird Registration on or before April 15 , 2016	05%
Special IIML Alumni Discount	10%
Phd Scholars	10%
Group Discount (2 or more)	05%

Last date of Registration 21st of April 2016

**confirmation of registration subject to availability of seats.*

Payment Details

I) ***Demand Draft** in favor of “Indian Institute of Management Lucknow- Noida Campus” Payable at Noida and has to be scanned and mailed (send hard copy) to Ginni Bharti, CMEE- Room no.1105, IIML, Noida Campus, B-1, Sector -62, Noida-201307

II) **OR Electronic transaction** as per the following details

Electronic transfer Details	
Name	Indian Institute of Management Lucknow, Noida Campus
Banker name	Axis Bank Ltd.
Address	B-2 & B-3, Sector-16, Noida 201301
MICR Code	110211004
IFSC Code	UTIB0000022
SWIFT Code	AXISINBB022
A/C Type	S/B Account
Account Number	022010100356060

Once the payment is done on DD or on Electronic Wire Transfer, please send a mail to cmee@iiml.ac.in so that we can acknowledge receipt of the same.

ACCOMMODATION

- ❖ You can avail any of these options , in case you need accommodation
- ❖ Executive Hostel –IIM Lucknow Noida Campus (Very Limited availability, Please note we can accommodate on the subject of availability) Please contact (cmee@iiml.ac.in)

Rooms on IIM Lucknow Noida Campus	Room rate / day / delegate
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Executive Hostel

- | | |
|---|---------|
| ✓ Single occupancy room (with A/C) with shared toilet and wash
Room facility (Without breakfast) | INR 600 |
|---|---------|

Payment options -

- 1) Demand Draft for accommodation to be made in favor of 'IIM Lucknow Noida Campus' and submitted at the reception counter on the day of the workshop.

2) Electronic transfer Details can be transferred before and transaction details to be mailed to cmee!@iiml.ac.in

Name	Indian Institute of Management Lucknow, Noida Campus
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Account Number	022010100356060

SPONSORSHIP OPPORTUNITIES

Sponsorship Category	Main sponsor (Rs 1 lakh)	Associate sponsor (Rs 50,000)
Wings of Main Backdrop/ standy at Workshop Venue	✓	✓
Workshop Publicity/ Marketing material	✓	✓
Workshop page on IIML website	✓	✓
Complementary delegate passes (2)	✓	X
Sit down session at Lunch/ Dinner with Workshop main speakers	✓	X
Stall at Workshop Venue/standy (optional)	✓	✓
Note : For main sponsor stall size would be 6x8 feet and maximum 2 standy for display & for Associate sponsor it would be 4x6 feet & 1 standy for display.		
<ul style="list-style-type: none"> For further details about sponsorship opportunities, mail us at cmee@iiml.ac.in 		

CONTACT

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Please visit the website for details – www.iimlcmee.org