

REPORT ON WEBINAR ON OPPORTUNITIES FOR FRESHERS IN DATA ANALYTICS INDUSTRY

Date: 09.06.2020

Time: 11.00 am to 1.00 pm

**Resource Person: Mr.Khalid Ahamed,
Imarticus Learning**

Objectives:

- Understand the importance of data in today's world.
- Recognize the process flow of Data Analytics.
- Discuss how Data Analytics is used in various industries.
- Explore few real-world examples.
- Differentiating Data Analyst and Data Scientist.
- Learn about the tools required for Data Analytics.
- Present the vast opportunities available in the Data Science industry.

About the programme:

The Department of Information Technology of SVCE conducted a webinar on Opportunities for freshers in the Data Analytics industry on June 9th, 2020. Dr. V. Vidhya, HOD/INT, Students and Faculty members of SVCE and other colleges participated in the webinar. Dr. V. Vidhya, HOD/INT welcomed all the participants. The introductory speech about the areas of expertise of the speaker was rendered by Ms. P. Sharon Femi, AP/INT. The speaker of the webinar was Mr.Ahamed Khalid, Vice President, Imarticus Learning.

The webinar was an overview of Data Analytics and its importance in our day to day life. The speaker started the session by explaining how data is key in the digital economy and differentiated Opinion driven and Data-driven decision making. He said that the introduction of the Jio network in India and the usage of Cloud for storage of data paved the way for the Data Revolution in recent times. Moreover, the convenience of generating data and storing it in the Cloud brought about the rebirth of the Data Science industry. He clarified that data is not just texts and numbers but could be in any format i.e., images, videos, audio. The speaker simplified the process flow of Data Analytics into four steps namely Data collection, Data formatting, Data Analytics and Data Visualization. He also explained the terms data set and problem statement and how a Data Analyst works with these two entities using various examples.

Then he moved on to describe how Data Analytics is incorporated across industries. For each industry, he took an example that is easy to interpret with a relevant data set and problem statement and broke down the involvement of Data Analytics in each case. For Healthcare, it was the prediction of COVID-19 cases and presentation of the results in a graph. For Retail, he explained how Data Analysts

are involved in marketing, promotion, inventory management, etc. For sports, he stated the procedure behind the predictions and statistics presented during a cricket match. The speaker took on the topic of Artificial Intelligence and its subsets Deep Learning and Machine Learning.

He pointed out the differences between a Data Analyst and a Data Scientist which the participants were not aware of. He listed out the tools that are required for a Data Analyst. This list helped the students to know what they must be well versed in if they choose a career in the Data Science industry. He also stressed the significance of Statistics and Maths in this field and encouraged the students to have an in-depth knowledge of the concepts. Finally, he finished the session by talking about the industrial opportunities that are available out there and the prominence of Data Analytics in various sectors. The session was interactive and informative. It helped grasp the meaning of certain terms that the participants were unaware of. It shed light on the diverse prospects that are available for the students after they graduate and how to make wise career choices. Overall, the webinar session was inspiring and insightful.

The webinar came to an end with the Vote of Thanks by Ms.A.Kala, AP/INT, Webinar Coordinator. Dr.V.Vidhya, HoD/INT thanked the speaker for making an excellent presentation and all the participants for their active participation. 75 internal students, 6 internal faculty and 4 external students (total 85) participated in the webinar.

Benefits:

- Sound understanding of various aspects of Data Analytics and its process flow.
- Knowledge on various industries which uses Data Analytics.
- Knowledge on the various opportunities available in different sectors.
- Better understanding of the working of Data Analytics using real world examples.
- Ability to make informed decisions and career choices.

Prepared by Faculty Name, Designation & Dept.

Ms.K.Kiruthika Devi, Assistant Professor, Information Technology

Ms.A.Kala, Assistant Professor, Information Technology

Ms.P.Sharon Femi, Assistant Professor, Information Technology

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