

**A Reflection Report**  
**Of**  
**Guest Lecture on “Data Analytics”**

**Conducted**

**By**

**Department of Computer Science and Engineering**

**And**

**Association of Computer Engineers**



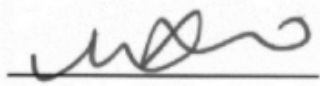
**Co-ordinators**

Dr.R.Anitha,HoD/CS

Mrs.R.Bhuvaneshwari, AP/CS

Mr.K.Srinivasan, AP/CS

Mrs.E.Rajalakshmi,AP/CS



Dr. R. ANITHA.  
PROFESSOR & HOD-CS  
CONVENER

# **Contents**

- 1. Report on the Guest Lecture on “Data Analytics”**
- 2. Attendance Report**
- 3. Feedback from the speakers**
- 4. Feedback from the Faculty involved in group discussion**
- 5. Profile of the speakers**
- 6. Invitation & Agenda**
- 7. Expenditures**

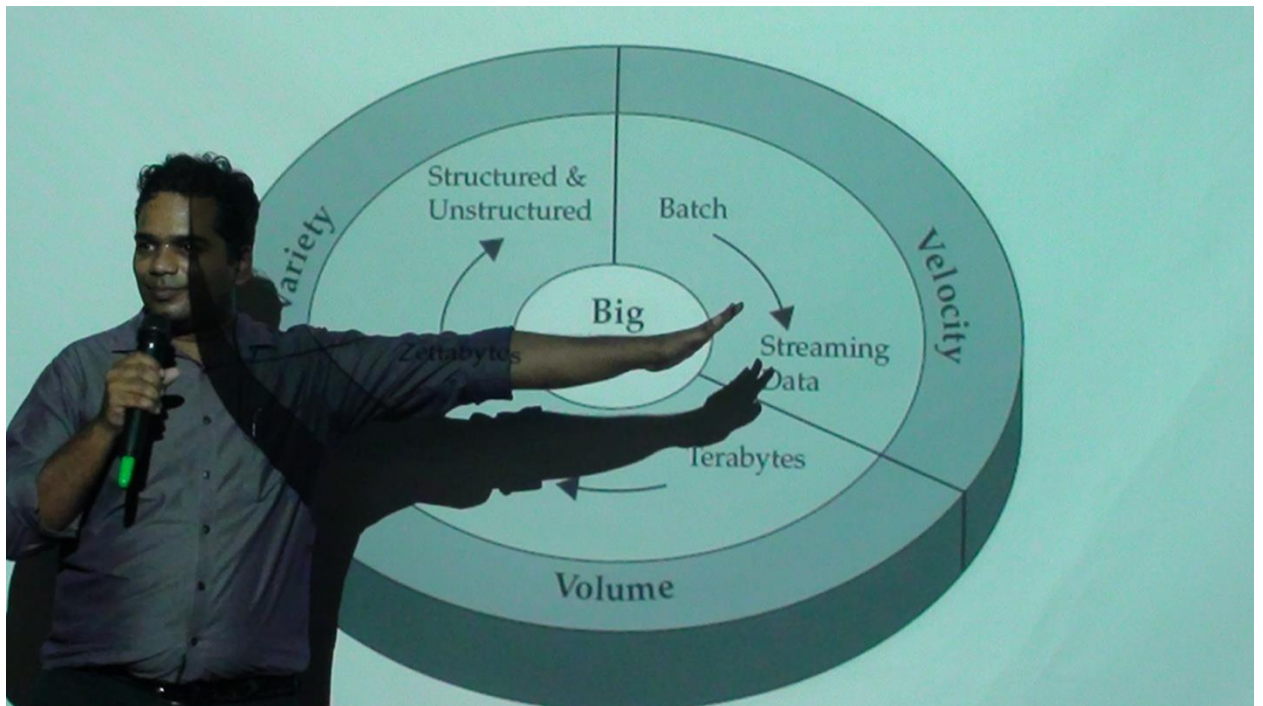
## Reflection Report of Guest Lecture on “Data Analytics”

The Department of Computer Science & Engineering and the Association of Computer Engineers (ACE), Sri Venkateswara College of Engineering organized a Guest Lecture on “Data Analytics” on 25<sup>th</sup> July, 2017 at Video hall. The guest speakers were Mr. AravindaRajah Rajagopal, the founder and director of VARSA Infotech and Mr.Amith SETHAIA, Team member of VARSA Infotech. The event started with a Prayer song by B.Abhireksha and Amritha Gurumurthy, II Year Students followed by a welcome address by Ms.E.Rajalakshmi, AP/CS. The guest lecture was preceded by a short talk by the HoD/CS. In her talk she emphasized the importance of Data Analytics in many fields in order to draw conclusion about the information in the repository.



The lecture started around 11.00 A.M and come to an end by 12.20 P.M. Mr.Aravind and Mr. Amith explained about the practical usage of decision science by using various case studies

and explained about the tools for data analytics. They interacted with the audience during and at the end of the lecture by gaining interest towards the students and by giving real time examples on business intelligence. The lecture was received by 150 members with admiration by the students and staff members of CS and IT and they also found appropriate for their academics as well as for their future work on the projects and research.



At the end of the lecture, Dr.V.Vidhya, HoD/IT gave a short feedback on the lecture. She insisted the students to do project and research works on big data analytics and business intelligence to build-up their career. She also thanked Dr.R.Anitha, HoD/CS and the ACE Team for the thoughtful lecture. The event ended with honorarium to the guests and a vote of thanks by HoD/CS.

After the lunch, the dignitaries Mr. AravindaRajah Rajagopal and Mr.Amith Setaia joined with the faculty of Computer Science and Engineering and Information Technology and

discussed the various techniques of Data analytics and also discussed about the gap between the academics and the industry in particular to Business intelligence and data sciences. They further discussed about the solutions to overcome the gaps between the industry and the academia. The discussion went from 1.15 P.M to 2.30 P.M

The Chief Placement officer of Sri Venkateswara College of Engineering Prof.S.Muraleedharan met the guests and discussed about the job opportunities in the domain of data science. They also discussed about shaping the students in the domain of big data analytics before they appear for the placement and to distinguish them during interviews.

With this, the day was ended with a platform for the Data Analytics.

## **Profile of Chief Guests**

### **Mr. AravindaRajah Rajagopal**

Our distinguished chief guest Mr. AravindaRajah Rajagopal is the Founder of VARSA Infotech., An alumnus of IIM Bangalore, NIT Trichy and Thaigarajar College of Engineering, Madurai. His exposure spans over 24 years of global experience across Asia, Europe, Japan and USA in Brand and Business Development, IT Outsourcing, Strategic Accounts and Relationship Management, Prior to founding VARSA, He was associated with Polaris Software Labs as Vice President. Based out of Tokyo and Frankfurt, he transformed and rejuvenated ailing relationships to be friends in progress, helped secure new footprints across Continental Europe and other emerging markets. He is a die-hard believer that talent can be sourced for better business mileage from anyone and everyone from the team irrespective of age or experience. He works on relationship specific custom chiselled approaches in ensuring customer (both internal as well as external) engagement surpassing business commitments. With this kind intro., now I request our lovable HoD Dr.R.Anitha, to take up the podium for a short note.

### **Mr. Amit Sethia**

Amit Sethia is an alumnus of IIM Bangalore. Amit's experience spans over 14 years in BI, big data and analytics across globe in various domains of analytics. Prior to joining VARSA he was domain head – analytics at Hewlett Packard and had setup global analytic teams in Mexico, Malaysia and India involving incubating, skill set mapping, training, operational zing & transferring the CoEs . Amit has unique and innovative projects to his credit like decoding relationship between Customer perception & operational metrics into an equation, building relationship between various customer touch points in an organization & its impact, product perception analytics, early change signals in Market opportunities to name few. Works with philosophy of listen more & more and loves to shape ideas & vision coming from everyone around and incorporating it in larger schemes. As a diehard analytic professional, believes that new age algorithms especially image & speech recognition can transform the world we see. At VARSA he overlooks the strategy, consulting and day to day operations.



**SRI VENKATESWARA COLLEGE OF ENGINEERING**  
**Pennalur, Sriperumbudur Taluk - 602117**



**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**&**

**ASSOCIATION OF COMPUTER ENGINEERS**



**Solicit your esteemed presence for the**

**Guest Lecture**

**on**

***“DATA ANALYTICS”***

**by**

**Mr. Aravindarajah R,**  
**Director, Varsa Infotech Pvt.Ltd**

**Venue** : Video Hall, SVCE

**Time** : 11:00 AM to 12:00 Noon

**Date** : 25<sup>th</sup> July 2017, Tuesday

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**&**

**ASSOCIATION OF COMPUTER ENGINEERS**

**Guest Lecture on “Data Analytics”**

**AGENDA**

**DATE : 25.07.17**  
**TIME : 11:00 AM to 12:00 Noon**  
**VENUE : Video Hall**

- ❖ **Prayer Song**
- ❖ **Introduction of Chief Guest**
- ❖ **Short note by HOD**
- ❖ **Lecture by Chief Guest**
- ❖ **Vote of Thanks**