TEXT ANALYTICS AND MACHINE LEARNING FOR BUSINESS MANAGERS

DURATION: 2 DAYS

PROGRAM CONTEXT

According to the MIT Sloan study, a majority of data (80% to 90%) is unstructured information like text, video, audio, web server logs, social media, and more. This is a vast untapped area with the potential to create a competitive advantage for companies that figure out how to use it. An ability to analyze and act on it presents an ample opportunity. Text Analytics and Machine Learning are the techniques used to extract valuable insights from structured and unstructured data to support decision making.

LEARNING OBJECTIVES

• Understand the emergence of Text Analytics and Machine Learning as a competitive strategy
• The participants will learn:
    o To develop a working knowledge of model development
    o To develop an understanding of Big Data Analytics
    o To demonstrate analytical skills in analyzing text data, generating insight, and communicating the findings to all stakeholders.

DELIVERABLES

Topics of this program include extracting data sets from various sources, including social media, understanding data formats, cleaning data sets, evaluating algorithms, classification, clustering, topic modeling, and sentiment analysis.

PEDAGOGY

The program will be driven by use cases, streaming data, and lecture notes across different business domains.

AUDIENCE

This program is designed for those already working in the analytics domain to enhance their knowledge and those with the analytical aptitude and who would like to start a new career in analytics.

ADMINISTRATIVE DETAILS

Duration : Two days
Fee : 25,000 (in-campus) plus applicable taxes
Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

PROGRAM DIRECTOR

Prof. Santosh Shrivastav
Prof. Santosh Shrivastav is a faculty in the Business Analytics Area at IMT Ghaziabad and Area Chairperson of the Business Analytics Area. He has completed his M.Sc in Applied Mathematics from IIT Roorkee and Ph.D. in Mathematics from JUET Guna. Before joining IMT Ghaziabad, he was associated with IMT Nagpur, NIIT University, Emerging India Noida, and Truneek Technologies Gurgaon. His research, consulting, and teaching interests include Nonlinear modeling and optimization, Data envelop analysis, Machine Learning, Deep Learning, Data Visualization, Stochastic Models, Predictive Analytics, Mathematical Modelling and Simulation, Web Analytics, Financial Analytics, Text Analytics, and Time Series Forecasting. He has published research papers in journals like Finance Research Letter, Journal of Public Affairs, Risk, International Journal of Managerial Finance, and International Journal of Productivity and Performance Management.

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