



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015
Certified Institute

DOSSIER

On

**Orientation cum Demo Class for the Bi con Data Analytics and
Visualization program .**

Industry Institute Interface Cell, RDIAS

On

August 20 , 2018



S.NO.	Particulars	Pg.No.
1.	Form-A : Proposal to organize an event	3
2.	Form B :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

Dr. Anil kumar Goyal

Professor, RDIAS

Prof.(Dr.)Raman Garg

Director, RDIAS

FORM A

Proposal :

- **Name Of the event to be organized :** Orientation cum Demo Class for the Bi con Data Analytics and Visualization program .
- **Date :** August 20 , 2018
- **Time :** 10:00 AM
- **Venue :** RDIAS LT
- **Organized By:** Industry Institute Interface Cell, RDIAS
- **Motivation for the activity :** The world of work is witnessing change at a breath-taking pace. An industry norm today may turn out to be an obsolete practice tomorrow given the advancements in technology and its seamless incorporation in day-to-day working of enterprises. The need of the hour is to remain abreast of the industrial requirements of today. As such, being an aspiring management professional, one ought to be a mix of traits and eventually turning out to be a valuable resource for the organization. Apart from the academic endeavours, one needs to have an industry perspective on situations and how business houses deal with them. Having said so, acquiring skill set(s) that commensurate with the changing trends and requirements, gives students the much-needed edge in having the right start of your career. Keeping in the mind the industry requirements, students are provided a platform where they can acquire additional skills. A demo session by BiCon India was arranged for the students of MBA by Industry Institute Interface Cell, RDIAS.

Form B

Part 1

Aim of the event :

Additional Skill Acquisition Program: The program focuses on making available add-on certification/skill acquisition program thereby building upon the needed industry skill set thus ensuring an industry relevant candidature.

Need for Analytics: Analytics has been a much hyped word since the onset of AI and technology around the globe. With so much of data being produced and dumped each second, data analytics, data analyst as a profession is coming of a new era. As an aspiring MBA professional it's important to keep ourselves abreast of the new opportunity.

Part 2

Abstract :

About BiCon India: It is an emerging company established by group of professionals with average experience of over 14 years in varied domain and industry offering comprehensive data driven business solution.

Need for Business Intelligence (BI) & Analytics (BA): These are now emerging as a critical tool and methodology in today's business to gain more insights into the industry. Every modern, data-driven organization needs some type of BI tool to help shift from running business on intuition, to running it with intelligence.

There are many Business Soldiers who are sitting on a 'gold mine' of data. However, they do not have a factual information and insights of their business which can help them to take strategic decisions and stay ahead of competitions. Thus, using data as a driver is critical for the business.

Team BiCon and Discussion: A team of three officials came for the presentation to RDIAS for additional skill acquisition program for the students of MBA. Mr. Amit Jain introduced the functioning of BiCon India in detail. BiCon India works basically into three domains viz. Analytics & Consulting, Dashboard Designing and Training Services.

Mr. Nikhil Gupta made the presentation on the need of the program and shared some facts about the program. He talked about 4 V's of Big Data: Volume, Variety, Velocity and Veracity.

As per the HBR Report, 15000% increase in Job positions for data scientists in the USA during 2011-12.

There is an increasing trend for analytical professionals in India as it was \$163 Million market in 2014 which is expected to increase to \$375 Million market in 2018.

Career Options in Analytics: There are following options in Analytics

1. MIS Reporting
2. Non-Predictive Analytics
3. Predictive Analytics
4. Machine Learning

Some Companies Hiring Analytics Professionals

1. Amazon
2. Flipkart
3. Microsoft
4. Google
5. Facebook
6. Airtel
7. Firefox
8. Bank of America
9. Genpact
10. Visa
- 11.

Features of Program offered to RDIAS students:

- It is a 70 Hours Comprehensive Program
- Face to Face Sessions
- Guest Lectures by Industry Professionals
- Participation in Live Projects
- Certification by BiCon
- 3 Interview Opportunities for Successful Students

Tools and Software to be used in the Program: R and Tableau

The third company official was Ms. Tripti Kaur, Founder Director and she was coordinating the session.

Part 3

Conclusion

The Additional Skill Acquisition program offered by BiCon India is as per the present industry demand. As per the demo session, the facilitator will make students aware about the use of software like R and Tableau to analyse the available industry data to draw meaning. The data on its own is useless unless one can make sense of it. The demo session was really interactive and informative.

SnapShot

Student Coordinators introducing RDIAS

Caption Rajesh Kotnala felicitating Mr. Amit Jain, Founder Director, BiCon India

Caption Rajesh Kotnala felicitating Mr. Nikhil Gupta, Founder Director, BiCon India

Caption Rajesh Kotnala felicitating Ms. Ms. Tripti Kaur, Founder Director, BiCon India

MBA Students attending the session

Mr. Amit Jain, Founder Director, BiCon India, introducing the working of company

Mr. Nikhil Gupta, Founder Director, BiCon India, explaining the program offered