Institute of Rural Management Anand

Data Mining Techniques for Managers

October 4-7, 2021

Programme Co-ordinator: Prof. Kushal Anjaria

About the Programme

Data that has relevance for managerial decisions is accumulating at an incredible rate due to a host of technological advances. Electronic data capture has become inexpensive and ubiquitous as a by-product of innovations such as the internet, e-commerce, electronic banking, point-of-sale devices, bar-code readers, and intelligent machines. Such data is often stored in data marts specifically intended for management decision support. Data mining is a rapidly growing field concerned with developing techniques to assist managers in making intelligent use of these repositories. Several successful applications have been reported in credit rating, fraud detection, database marketing, customer relationship management, and stock market investments. The field of data mining has evolved from the disciplines of statistics and artificial intelligence. This programme will examine methods that have emerged from both areas and proven to be of value in recognizing patterns and making predictions from theoretical and case-based perspectives.

Objectives

The primary objective of the proposed programme would be to develop an understanding of the strengths and limitations of popular data mining techniques and to be able to identify promising business applications of data mining. After the programme, managers will actively participate in data mining projects executed by consultants or specialists in data mining. A useful take away from the programme will be performing robust data analysis using data mining techniques.

Benefits of the Programme

Information in organizations, including agricultural and rural development, is crucial, but data maintenance and analysis are considered the leading equipment in capital improvement. Strengthening data collection and analysis provides perhaps the most significant opportunity for researchers and policymakers. Such data is considered a driving force that improves economic dynamism while creating a new knowledge-based economy. This programme's primary purpose is to enable participants to assess data mining in organization to achieve sustainable development while promoting productivity in the field.

Contents

♦ Introduction to Data Mining: Knowledge Discovery Process and Data Preprocessing for Organizational Data

♦ Data Preprocessing and Association Rules for Business

♦ Classification and Introduction to Decision Tree Concepts for Organizational Decision Making

♦ Generation of Decision Tree for Organizational Decision Making

♦ Introduction to Bayes Classifier

♦ Bayes Classifier Techniques with Business Cases

♦ K Nearest Neighbor Techniques for Classification and Regression of Organizational Data

♦ Basics of Support Vector Machine and Artificial Neural Network for Business Clustering and Regression

♦ Discussion on Future Scope and Applications of Data Mining

Pedagogy

Case Study, Hands on Exercises, Presentation, Books and Notes

Who Should Attend

Managers who intend to:
♦ Find valuable information hidden in large volumes of data
♦ Analyze data and use techniques for finding patterns and regularities in sets of data
♦ Find patterns by identifying the underlying rules and features in the data
♦ Inspect large volumes of data and attempt to find worthwhile

Programme Fee

This is a 4-day online programme and the programme fee is INR 22,656/- (inclusive of 18% GST) per person. The fee should be paid in advance through NEFT/RTGS.

Delivery in Virtual Mode

The sessions will be scheduled on an online platform. Participants are required to have access to a personal computer/laptop with stable internet connection and a webcam to access the sessions.

Deadline for Confirmation of Participation: September 20, 2021

Contact Details

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