



**M.O.P.VAISHNAV COLLEGE FOR WOMEN( AUTONOMOUS)**

**(College affiliated to University of Madras & Re-Accredited at A++ Grade by NAAC)**

**Chennai - 600034**

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**DEPARTMENT OF COMMERCE**

**Cordially invites you to the  
Inauguration of the**

**Innovation and Deep Learning Summit**

*Two Day International Virtual Summit on Data Science in Business*

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**Inaugural Address**

***Mr. Snehanshu Mitra***

Head – Center Of Excellence

Data Science and AI

NASSCOM

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***Date: April 9<sup>th</sup>, 2021***

***Time: 10.00 a.m.***

***Venue: G Meet Room***

*Ideate... Visualize... Apply...*

<i>Time (IST)</i>	<i>Sessions</i>		<i>Resource Persons</i>
<b>DAY 1</b>			
10.00 am -11.30 am	<i>Inauguration</i>	<i>Magic of Data Science – The art of Storytelling in Business</i>	<i>Mr. Snehanshu Mitra</i> Head - Centre of Excellence Data Science and AI NASSCOM
11.30 am - 11.45 am	<b>Bio Break</b>		
11.45 am -12.45 pm	<i>Discover session</i>	<i>Harnessing the full power of Data Science in Business – Trends, Challenges and Opportunities</i>	<i>Dr. Dinesh Kumar</i> Professor – Decision Sciences & Chairperson – MBA (Business Analytics) IIM - Bangalore
12.45 pm - 1.30 pm	<b>Lunch Break</b>		
1.30 pm - 3.00 pm	<i>Masterclass Breakout Sessions</i>	<i>Data Science in Education</i>	<i>Mr. A.M. Aditya</i> Co-Founder & CTO Xaltius, Singapore
		<i>Social Media Analytics for beginners</i>	<i>Mr. Amit Kapoor</i> Associate Director - Marketing Head of Content Cigniti Technologies
3.00 pm - 3.15 pm	<b>Bio Break</b>		
3.15 pm - 4.15 pm	<i>Discover Session</i>	<i>Business Analytics for Making Smarter Decisions - Data Science at work</i>	<i>Mr. Bharani Kumar Depuru</i> Director – Innodatatics Chief Data Scientist and Technology Advisor

<i>Time (IST)</i>	<i>Sessions</i>	<i>Resource Persons</i>	
<b>DAY 2</b>			
10.00 am - 12 noon	<i>Masterclass Breakout Sessions</i>	<i>Marketing</i> <i>Data Science in the Marketing Mix</i>	<i>Mr. Rahul Ranjan Srivastava</i> Marketing Analytics Lead – Hindustan Unilever Ltd
		<i>Finance</i> <i>The evolution of Fintech &amp; Data Science in Finance</i>	<i>Ms. Vidhya Veeraraghavan</i> Head of Analytics - Financial Markets Operations Standard Chartered Global Business Services
		<i>Human Resources</i> <i>People Analytics – An Unexplored Territory</i>	<i>Mr. Prabhakar Pandey</i> Solution Design Expert People and Organization Analytics – Novartis Healthcare
		<i>Sports &amp; Entertainment</i> <i>Big data analytics – New star in the making</i>	<i>Sports</i> <i>Mr. Gaurav Sundararaman</i> Senior Data Analyst - ESPN cricinfo
<i>Entertainment</i> <i>Ms. Ujjyaini Mitra</i> Chief Data Officer – Zee Entertainment Enterprises Limited			
12 noon - 12.45 pm	<b>Lunch Break</b>		
12.45 pm - 3.00 pm	<i>G Hub Paper Presentations</i>	<i>Dr. Angeline Gautami Fernando</i> Assistant Professor (Marketing & Analytics) Great Lakes Institute of Management	
		<i>Dr. D. Asokk</i> Professor (HR Analytics) B.S. Abdur Rahman Crescent Institute of Science & Technology	
3.00 pm - 3.15 pm	<b>Bio Break</b>		
3.15 pm - 4.15 pm	<i>Closing Note &amp; Virtual Prize Distribution</i>	<i>Dr. Lalitha Balakrishnan</i> Principal M.O.P. Vaishnav College for Women (Autonomous)	



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**Closing Note and Virtual Prize Distribution**

***Dr. Lalitha Balakrishnan***

Principal

M.O.P. Vaishnav College for Women (Autonomous)

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***Date: April 10<sup>th</sup>,2021***

***Time: 3.15 p.m.***

***Venue: G Meet Room***

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