



REPORT

GUEST LECTURE
BY

MR. NIRANJAN CHAOJI

Practice - Lead (Business Analytics and Big Data) | KPMG

TOPIC

Industry Application of Big Data and Analytics

11th NOVEMBER 2016
LRC AUDITORIUM



GUEST PROFILE:

Mr Niranjan Chaoji is the Practice – Lead (Big Data and Business Analytics) of KPMG India. He has a work experience of over 15 years. The summary of his past professional pursuits are as follows:

- Practice Lead (Big Data and Business Analytics) – KPMG India
- Director (Database and Analytics) – SAP
- Senior Manager – SAP
- Solution Architect – SAP
- Consultant – SAS
- Analyst – Accenture

His warm personality and outgoing attitude is what was the force behind driving this guest lecture for the Second Year PDGM students.

THE LECTURE:

The inaugural address was delivered by CIC member, **Mr Hridyesh Saboo**, and the guest was felicitated by **Dr S. Maheswaran**. The lecture was mainly emphasized on the ***‘Industry Application of Bigdata and Business Analytics’***.

The objective was “To analyse the thought and decision process of industries towards business analytics”. Mr Niranjan Chaoji took a practical approach while explaining the importance, rather than a theoretical one, with an advice to refer a book “BIGDATA IN PRACTICE” to enable better understanding to the topic as well as his working process in KPMG.

He made a note of the expectations from the students from the session about Tools, Techniques, real world scenario, his KPMG role in business analytics and kick started the session by displaying the image of “THE JETSONS” which he related how Internet of Things (IoT) combines with analytics to form THING ANALYTICS.

Sir went on to discuss the era of Business Analytics, how the boards of top companies think to get analytics into the picture considering 'ITS ALL ABOUT THE CUSTOMER' which is the challenge and the opportunity for the company. He categorised it into two sectors –

- BSB – Discreet and Process Management
- B2C – Retail, E- Comm, Telecom and BFSI

The main focus of the session was driven to 'Why Business Analytics?' where he tried discovering reasons from the students wherein he came out with points as:

- Forecasting
- Understanding Customer
- Consumer Behaviour
- Trends / Insights
- Well informed decisions
- New Products & Services

He also went on to discuss about what roles can be played in the field of Analytics where he categorised it into three categories –

1. Product OEMs
2. Systematic Integration (SI) or Consulting
3. End user organization

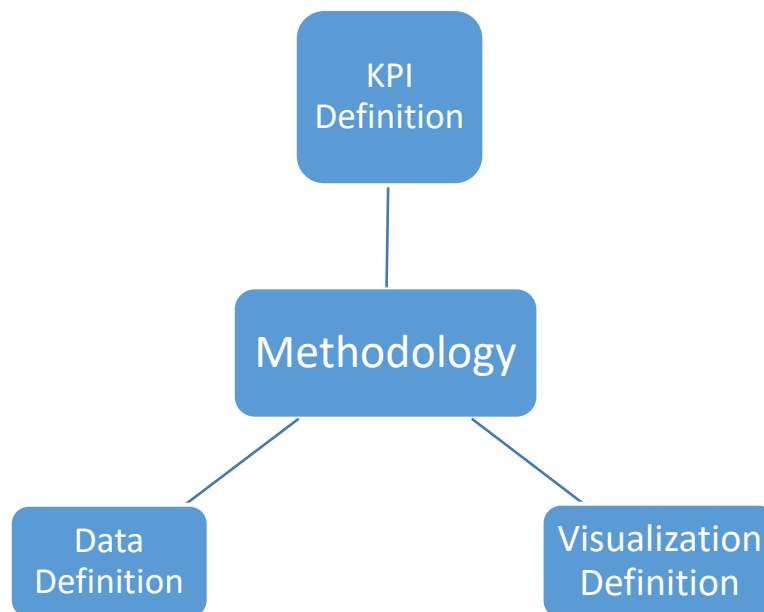
Talking about Indian scenario, sir had the opinion that India is still an emerging market where people don't believe in data analytics and its accessibility. He shared a problem statement related to it with the student managers as well.

Taking forward the session he discussed about the framework, KPI definition and design thinking of analytics how Business Intelligence Competency Centre (BICC) has helped in prioritizing the case with feasibility and value. He also discussed about the Business Intelligence (BI) Model stating five points into it as follows:

1. Operate
2. Consolidate
3. Integrate

4. Optimize
5. Innovate

FRAMEWORK:



Approaching the end of the session he briefed about In-Memory Computing – SAPHANA (SAP’s transformation journey), OLAP/OLTP, 3D printing stating its impact as below:

- Assembly Line
- Inventory
- Economic Imbalance
- Carbon Footprint
- Made in China
- De Globalization Production

Mr Niranjana Chaoji concluded the session by advising the students to research about the Analytics, Business Intelligence and Computing, and also suggested career opportunities that are available in the field of Analytics.

The Vote of Thanks was delivered by CIC member, Mr Anchit Chhabra and the guest lecture was ended on a positive note of new and zealous intellectual development in future.



STUDENT FEEDBACK:

S. No	NAME	ROLLNO	FEEDBACK	RATING
1	CHIRAG BAJAJ	2015210	Interactive session. Benefits of Business Analytics in MBA	4
2	SAKSHAM	2015366	Informative, lot of topic in less time	4
3	GAURAV	2015341	Nice Session, very insightful and informative and interesting lecture	4
4	PRACHI	2015292	Focused more on case based	4
5	SAIRAJ	2015365	Overall good, Interactive with the students	4
6	AAKASH	2015256	Insightful, very technical	4
7	ANJAN	2015265	Excellent session, more time required	5
8	ABHIJEET GULIA	2015194	Very good session, new concepts	4
9	ANURAG MALIK	2015013	In less time too much topic covered, good speaker	4
10	RADHIKA	2015110	Generalized, could be more specific in this less time of session	4

SOME SNAPSHOTS FROM THE SESSION:



Mr Niranjan Chaoji during the session



Dr S. Maheswaran giving token of gratitude to the guest



Mr Niranjan Chaoji with CIC Members