

BIG DATA AND DATA ANALYTICS

(Marketing Specialization)

5TH DEC. 2015 – 20 FEB. 2016

Testimonials by Participants

1.

Businesses are flooded with more data than ever before. This Course helped us to know how to use data into useful business information. It is gratifying to see faculty involvement and passion to make things understandable and maintain a balance between technical and non-technical students. It's a comprehensive course to understand various aspect of data driven marketing. A true learning tool for all new age marketers. Thank you Harnal sir for making things so simple.

Ashutosh Pratap Singh
Chief Manager, INDIA TODAY GROUP

2.

It gave us knowledge on how you could process and analyze data using techniques of which we had not known earlier. Ashok sir has deep and good understanding of using data analytics tools.

Deepak Singh, Engineer,
Cabinet Secretariat, Govt. of India

3.

It will help me integrate the knowledge that I gained to deliver and monitor results for me and the company. Ashok sir's guidance and teaching deserves special thanks.

Rahil Siddiqi
Marketing Manager, Gurgaon

4.

Got to know fundamentals of Big Data and Data Analytics.
Got to understand linkages between statistics and Big Data course.
Got hands on experience on tools (practical) vis-a-vis theory.
Met expectations.

Rajesh Thore
Principal Consultant, eGov, Enterprise Architect
Wipro Infotech

5.

The basic knowledge that we gained from Big Data course was that we could archive and process large data for predictive purposes; no more sampling biases/error or related issues. Big Data helps organizations to harness the power of its data. It helped me to find new opportunities (job). With Big Data (Marketing specialization) it brought radical changes because it helped me in managing & operating my work better.

Kushagra Mehta
Student

6.

It offered a very comprehensive view of Big Data tools, Techniques, real life case studies, resources available, etc. Data Analysis using Excel was another very useful exposure to solve problems in "small" data. Lead faculty Prof. A K Harnal deserves special mention for his thoroughness commitment and mentorship.

Dr. Pankaj Srivastava
Director, Corporate Affairs, Govt. of India

7.

Being a fresher I wanted to have a deeper insight about the field. Initially, I expected it to be a more theoretical oriented, rather than more into applied direction. Overall the programme was good and gave me a platform to start working on it.

Aveesh Singroha
Student, B.tech

8.

- We learnt a lot of software tools.
- Engaging insights.
- Great case studies.

Raagini Kaushal
Business Analyst, GROUPON INDIA

9.

The course provided me a different perspective towards data analysis and its interpretation. Dr. Harnal made this course very informative and interesting by giving his hands on experience on various tools and platforms like R and Hadoop.

Anjali Sharma
Principal Scientist
National Physical Laboratory, New Delhi

