

# 2020

## POST GRADUATE DIPLOMA IN BUSINESS ANALYTICS



# PGDBA



BUSINESS



STATISTICS



TECHNOLOGY

Study Business where **Business happens**



**Indian Institute of Management Calcutta**  
Diamond Harbour Road Joka Kolkata 700 104 India  
Email: [pgdbaplacements@iimcal.ac.in](mailto:pgdbaplacements@iimcal.ac.in)  
Phone: 033 2438 0844

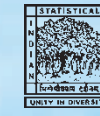
IIM Calcutta | ISI Kolkata | IIT Kharagpur



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## Business Excellence with Data Driven Minds



PGDBA is two year full-time residential post graduate course offered by three pioneer institutes of India viz. IIM Calcutta, ISI Kolkata and IIT Kharagpur. The course is aimed to armor students with Business, Data Analytics and Computing skills. PGDBA being the torch-bearer of full-time analytics course in India has attracted an eclectic mix of experienced and fresh graduates from leading firms and institutes. Under the able guidance of country's leading faculty in management, statistics and technology, PGDBA students are trained to tackle business problems with data-driven approach.





Dear Recruiter,

Inspired by the visionary leadership of Prasanta Chandra Mahalanobis, ISI has been a leader in the area of Statistics right from its inception. The institute has carved its niche in national development and prides itself for being on the frontiers of statistical research and development. Today when the world is actively pursuing research in big and deep data, health care and socio-economic planning, we are uniquely poised to take on these challenges and be world leaders.

For this endeavor, we along with our partner institutes IIMC and IIT KGP, have started the Post Graduate diploma in Business Analytics (PGDBA) to cater to the growing need for professionals who are well equipped with skills required to tackle business problems by exploring big data. PGDBA students are selected through rigorous process of entrance exam and personal interviews that tested their acumen on analytical thinking and problem solving skills. PGDBA being the torch-bearer of full-time analytics courses in India, follows a unique pedagogy executed by some of the finest professors in India. Overall, the growth of PGDBA students during their time at ISI has been very satisfying. Their stints at the three institutes has given them good experience in statistics, computing as well as business skills and I'm certain that they have great potential to be successful future leaders in the field of analytics.

It is, therefore, with great conviction and pride that I present to you the first batch of Post Graduate diploma in business analytics. I am sure they will be an asset to any organization.

**Mr. V K Tewari**  
Director, ISI Kolkata

Located in the northern fringe of Kolkata, Indian Statistical Institute, Kolkata which evolved from humble beginnings in 1931, is now a globally reputed institution devoted to the research, teaching and application of statistics, natural sciences and social sciences. Under the aegis of noted statistician PC Mahalanobis, the institute earned recognition as an institute of national importance in 1959. It also boasts of many brilliant statisticians such as RC Bose, SN Roy and CR Rao who have made pioneering contributions to the field of Statistics. Active research groups in ISI work on areas of Applied Statistics, Computer Vision & Machine Learning & Cryptology among others. According to a survey conducted by Stanford Review, ISI also stands first in Economics research in India. While teaching and research in statistics and related disciplines are the primary activities of the institute, it is also involved in projects and consultancy in area such as statistical quality Control and Operations Research.

The first semester at the Indian Statistical Institute Kolkata lays the foundations of analytics knowledge by providing a comprehensive knowledge of statistics. Some of the topics covered include probability theory, statistical structures in data, statistical inference, multivariate statistics, database management systems and computing for data sciences. All the courses are core, high-credit courses taught by some of the most distinguished faculty of ISI Kolkata including a Padma Shree awardee. The course - Computing for Data Sciences has a comprehensive term-project that allows the students a first taste of real-life analytics project.





Dear Recruiter,

In this data driven world, the importance of extracting relevant business insights from data cannot be undermined. Organizations these days are learning to harness the power of data to better their businesses and this is only going to grow exponentially over the coming years. At a conclave held at IIM Calcutta in January 2015, industry experts from various verticals collectively asserted the huge role of data analytics in businesses today and also highlighted the scarcity of proficient analytics professionals. Taking into consideration the feedback and response from the industry, the PGDBA program was designed to bridge this gap.

The opportunity to choose electives across different business domains like Marketing, Healthcare, Operations, Banking and Supply Chain. The structure of the course is designed to ensure that the students are technically sound when it comes to dealing with datasets of any nature and add value to any firm they join.

It is with immense pride that I take this opportunity to introduce to you the premiere batch of PGDBA. I am happy to say that the first batch of students bring in a healthy mix of diverse professional experiences, skills and enthusiasm to herald a bright future for themselves as well as the course. They have garnered very positive reactions from industry specialists that have come to campus to interact with them. Our students are also trained in management fundamentals and can take leadership roles in analytics domain hence I recommend them enthusiastically for your consideration. Looking forward to establish and strengthen this symbiotic relationship between your organization and the course.

**Partha Pratim Chakraborty**  
Director, IIT Kharagpur

Indian Institute of Technology Kharagpur termed as IIT-KGP was the first of the premier engineering institutes established by the Government of India in 1951.

It is widely recognized for spearheading new standards in engineering education. The institute has also made significant contributions towards various spheres of national development from the strategic sectors of Defense, Space and Atomic energy to the Economic, Public and Development sectors that directly or indirectly touch the lives of all the citizens of India. IIT Kharagpur is also the hot-bed of active research as well as entrepreneurial ventures with several illustrious alumni such as the incumbent Google CEO, Sundar Pichai. The world-renowned QS rankings also put IIT Kharagpur as the most preferred destination for recruiters in India (2015).

Staying true to its vision of educational excellence in emerging technologies, IIT Kharagpur played a major role in the launching of the PGDBA program. The syllabus that the PGDBA students cover at IIT forms the core of their analytics and data-science skillset.

The focus of the second semester held at IIT Kharagpur is to develop a thorough knowledge of selected topics of computer science among other applied courses required for analytics. Core courses on machine learning, algorithms, regression, time series analysis and modelling in operations are taught by some of the finest faculty of IIT. A semester long data science lab is held wherein students implement the machine learning methods learnt in class on real-life datasets. The lab also consists of a comprehensive term-project where the students get to work under the guidance of seasoned industry professionals on live data-science projects.

The elective offering in the technology & computer science aspects of analytics include Deep Learning, Cloud Computing, Complex Networks, Information Retrieval and IT for Data-Analysis. Students also get the opportunity to choose electives which focus on the application of analytics to several business domains. These electives include Marketing Analytics, Banking Analytics, Healthcare Analytics, Product Analytics, Supply-Chain Analytics and Business Optimization.





Dear Recruiter,

PGDBA is the two year, full-time, residential, post-graduate program in Business Analytics of IIM Calcutta. It has been designed for students with analytical mindset and strong mathematical and problem solving skills. The extremely competitive selection process followed in the program ensures that only the very best in terms of aptitude, initiative and experience qualify. On completion of the course, the students are able to make data driven solutions, implement new ideas and contribute significantly to the growth and development of their organizations. The students of our previous batch have shown immense analytical and business aptitude in solving real time problems that plague businesses. A look at the batch profile for the present class will show that we have a good mix of both experienced and fresh graduates from leading firms and institutes with work experience in Information Technology, Consulting, Telecom, Manufacturing, Power and Financial Services. The rigors of the PGDBA curriculum have met the stringent accreditation norms set by AACSB. IIM Calcutta has also been placed among the top 16 global business schools according to the ranking done by the Financial Times. I invite you to interact with the PGDBA students to foster prolonged association with IIM Calcutta and PGDBA.

**Prof. Anju Seth**  
Director, IIM Calcutta

The Indian Institute of Management Calcutta, or IIMC, was born out of a partnership between the Industry and academia, to pioneer management education and research in India. Established in 1961 by the Government of India, in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, the Ford Foundation and Indian industry, IIMC was the first of the prestigious Indian Institutes of Management. It is also the first management institute in India to earn the AACSB, AMBA and EQUIS accreditations. IIM Calcutta has been recognized as first in Careers and second in Economics worldwide, and is the highest ranked school in Asia for Finance.

Known for its distinctive style of pedagogy and its receptiveness to industry needs, IIMC launched the PGDBA program to help shape the emerging profession of business analytics by delivering a cutting edge interdisciplinary educational experience to graduate applicants with an aspiration of building a career in this field. The admission procedure, which involves a written test and an interview, ensures the selection of the finest brains in the country.

The third semester at IIM Calcutta aims to develop a deeper understanding of business and general management required for analytics professionals. Core courses in Business Economics, Project Management, Strategic Management, Managerial Communication and Human Resources Management equip the students with skills required to apply their knowledge of analytics into real-life business projects. They transform the students into future leaders of the analytics industry.

The students also take up electives into domains of their choice. Courses like Computational Finance, Financial Risk Management, News Analytics and High Frequency Trading, Financial Statement Analysis allow students to Finance while courses like Consumer Analytics and Pricing and Revenue Optimization focus on the Marketing domain. Specialized courses like Payment Analytics develop knowledge of some of the upcoming domains in analytics.



## Chairperson's Desk



**Biswabrata Pradhan**  
ISI Kolkata

Professor Biswabrata Pradhan is associate professor at ISI Kolkata under SQC and OR unit (Statistical Quality Control and Operational Research). An excellent research faculty at ISI, professor Biswabrata completed B.Sc (Hons) followed by M.Sc in Statistics from University of Calcutta. He then completed M.Tech in Quality, Reliability and Operations research from ISI and PhD in Statistics from ISI in 2010. Having mentored many students in seminal research, he is the PGDBA coordinator from ISI.



**Ms. Prabina Rajiv**  
IIT Kharagpur

Professor Biswabrata Pradhan is associate professor at ISI Kolkata under SQC and OR unit (Statistical Quality Control and Operational Research). An excellent research faculty at ISI, professor Biswabrata completed B.Sc (Hons) followed by M.Sc in Statistics from University of Calcutta. He then completed M.Tech in Quality, Reliability and Operations research from ISI and PhD in Statistics from ISI in 2010. Having mentored many students in seminal research, he is the PGDBA coordinator from ISI.



**Sahadeb Sarkar**  
IIM Calcutta

Professor Biswabrata Pradhan is associate professor at ISI Kolkata under SQC and OR unit (Statistical Quality Control and Operational Research). An excellent research faculty at ISI, professor Biswabrata completed B.Sc (Hons) followed by M.Sc in Statistics from University of Calcutta. He then completed M.Tech in Quality, Reliability and Operations research from ISI and PhD in Statistics from ISI in 2010. Having mentored many students in seminal research, he is the PGDBA coordinator from ISI.

## Analytics : Need of the Hour

The amount of data in our world has been exploding. As per a McKinsey report, big data may well become a new type of corporate asset that will cut across business units and function the same way as a powerful brand does, representing a key basis for competition. The increasing volume and detail of information captured by enterprises, the rise of multimedia, social media, and the Internet of Things will fuel exponential growth in data for the foreseeable future.

But such burgeoning growth in data across various domains and fields an estimated 2.5 quintillion bytes of data being created daily would need people with deep analytical skills to provide insights that could enable companies to gain a competitive edge and provide a better consumer experience. Today, companies across diverse fields are using data for varied reasons-from segmenting customers for better targeting, predicting churn rate, product recommendation, analysing customer opinion from social media posts, preventive maintenance, managing portfolio risk to streamlining global supply chains- analytics is omnipresent.

In 2019, 2.9 million data science job openings were required and looking at the trend, 2020 will only see an increase. According to a report, in 2020, the job requirements for data science and analytics is projected to boom to by 364,000 openings to 2,720,000. And according to the U.S. Bureau of Labor Statistics, 11.5 million new jobs will be created by the year 2026. Therefore, it's safe to say, even with the amount of shortage in talent, there might not be a dip in data science as a career option.

"Hiding within those mounds of data is knowledge that could change the life of a patient, or change the world."

– Atul Butte, Stanford

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## Inception of PGDBA: The Industry Conclave



Globally, demand for data scientists is projected to exceed supply by more than 50 percent by 2020. To address the paucity of trained workforce in the analytics domain, the onus is on the educational institutes to address the needs of the industry.

The three institutes of IIM Calcutta, IIT Kharagpur and ISI Kolkata were aware of the demand for well-rounded analytics professionals. In order to understand the needs of the industry, a day-long conclave was held in January 2015 at IIM Calcutta. Representatives of leading companies such as KPMG, EXL, Deloitte, Latent-View, Tata consultancy services, Reliance communication, Deutsche Bank, Ernst and Young, State bank of India, IBM, Google, Microsoft, HSBC and Cognizant took part in the conclave.

Based on the inputs provided by the companies at the conclave, ideas of a specialized course emerged. This course would produce analytics leaders of the future, skilled in the essential areas of business, statistics and computer science.

Through this collaboration between industry and academia, PGDBA was launched.

## Pillars of Business Analytics

### BUSINESS

Business acumen is necessary at every stage of an analytics project, starting from asking the right questions to understanding the implications of the analysis and coming up with strategies based on the analysis. A sound understanding of various business domains is thus a prerequisite for every aspiring analytics professional.

The students of PGDBA have been nurtured to use their grasp of statistics and computer science to generate key insights for business. They have studied the nuances of business management through several core business courses. The course design also emphasizes the applications of analytics in various industry domains with specialized courses like Marketing Analytics, Supply Chain Analytics, product analytics and Banking Analytics. With an eye on the future of analytics, several courses pertaining to emerging areas like Payment Analytics and Healthcare analytics were taught. PGDBA is thus poised to develop the business leaders who would drive the growth of their companies by harnessing the power of analytics and big-data.

### STATISTICS

Statistics is the plinth on which every analytics project rests. Statistical inference techniques are required to understand the data at hand. Statistical modelling is the basis on which all the predictive analytics and machine learning methods are built. With the advent of Big Data, statistics is finding its way into their day to day decision making processes and some of the best product development companies across the world have incorporated its use in conducting controlled experiments & A/B testing at every stage of product development.

PGDBA students had the opportunity to study Statistics from some of the finest faculty in the country. They are adept at using statistical inference techniques like tests of significance, linear regression, multivariate statistics for data analysis and understand the nuances of dealing with data of varying sample sizes and dimensions. The courses on multivariate statistics and statistical modelling allow the students to understand the concepts used to develop the Machine Learning Concepts. The students of PGDBA thus have a firm foundation in statistics required to work on any analytics project.

### TECHNOLOGY

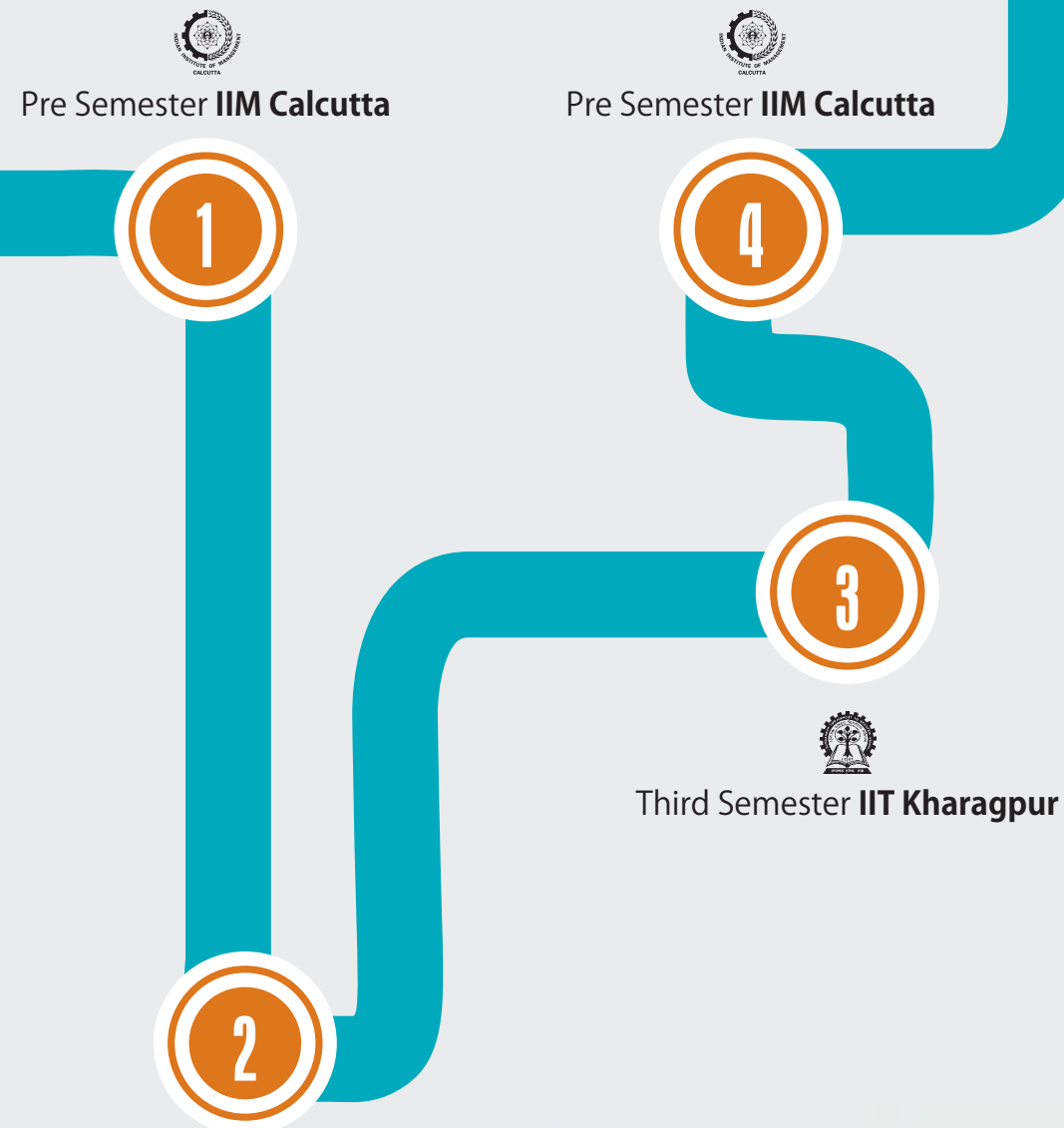
Big Data technologies have evolved by leaps and bounds in the last couple of years and with it the deluge of data that has made it challenging for firms to grapple with the sheer volume, velocity, dimensionality and variety of data. Thanks to the Hadoop eco-system and parallel computing capabilities, companies can leverage this massive data real time as well. Use of machine learning algorithms to build models for varied applications is now the norm empowering companies to tackle various business problems and gain competitive advantage.

PGDBA students possess the required skill set for algorithmic thinking and have received extensive training in machine learning applications and theory. Through lab sessions and course projects they have also worked on industry data sets and real-life problems that requires them to use machine learning techniques on unstructured, high dimensional data. The kind of projects that they have worked on include Natural Language Processing, Social Network Analysis, High Frequency Trading Algorithms, Recommendation Systems and many more.





# Course Structure



## Pre Semester IIM Calcutta

The pre-semester module which is hosted at IIM Calcutta over a period of four weeks aims at acquainting the students with fundamentals of the major business domains vis a vis Marketing, Finance, Organizational Behavior. This serves as the foundation on which the students build a strong analytical mindset for the subsequent semesters. To keep the students abreast with the latest developments in the rapidly evolving field of Analytics, a course on Contemporary Business Analytics has also been included in the curriculum. Through this course, the students are made aware of the application of Business Analytics in different functional areas of business. In a field that is heavily reliant on mathematical and statistical prowess, the pre-semester is intended to add a flavor of business to the mix. Various interactive sessions are organized with pioneers in the analytics industry from different domains. These sessions help the students understand the current shape of the industry from the horse's mouth and gear them up for the upcoming semesters.



## First Semester ISI Kolkata

The first semester at the Indian Statistical Institute Kolkata lays the foundation of analytics knowledge by providing a comprehensive knowledge of statistics.

The courses covered include Probability Theory, Statistical Inference, Multivariate Statistics, Database Management Systems and Computing for Data Sciences. All these courses are core, high-credit courses taught by some of the most distinguished faculty of ISI Kolkata including a Padma Shree awardee. The course on Computing for Data Sciences has a comprehensive term-project that allows the students a first taste of carrying out a real-world analytics project.



## Second Semester IIT Kharagpur

The focus of the second semester is to develop a thorough knowledge of select topics of computer science among other applied courses required for analytics.

Core courses on machine learning, algorithms, regression, time series analysis and modelling in operations are taught by some of the finest faculty of IIT. A semester-long data-science lab is held wherein students implement the machine learning methods learnt in class on real-life datasets. The lab also consists of a comprehensive term-project where the students get to work under the guidance of seasoned industry professionals on live data-science projects. The elective offering in the technology & computer science aspects of analytics include cloud computing, complex networks, information retrieval and IT for data-Analysis. Students also get the opportunity to choose electives which focus on the application of analytics to several business domains.

First Semester ISI Kolkata







The third semester at IIM Calcutta aims to develop a deeper understanding of business and general management required for analytics professionals. Core courses in Business Economics, Project Management, Strategic Management, Managerial Communication and Human Resources Management equip the students with skills required to transform their knowledge of analytics into real-life business projects. They transform the students into future leaders of the analytics industry.

The students also take up electives in domains of their choice. Courses like Computational Finance, Financial Risk Management, News Analytics and High Frequency Trading, Financial Statement Analysis allow students to Finance while courses like Consumer Analytics and Pricing and Revenue Optimization focus on the Marketing domain. Specialized courses like Payment Analytics develop knowledge of some of the upcoming domains in analytics.

### Fourth Semester: Industry Internship

In order to transform the students into full-fledged industry-ready analytics professionals, the last semester of the course has been reserved for a 6-month long industry internship. The internship is intended to serve the purpose of providing the students an opportunity to hone their analytical skills, understand the nitty gritty, the real-time problems and the challenges faced in the analytics industry by working on real-world data sets; and get a taste of the needs of the industry and the stakeholders.

The 6-month duration is adequate for the students to take up challenging problems and carry the project to fruition i.e. from data collection, analysis, modelling to translating the results into deliverables for business. More importantly, it also gives the companies adequate amount of time to accurately gauge the capabilities of the students and can be seen as a precursor to the hiring process.

In an industry like Analytics, which is still in its nascent stage in many regions, such an industry-academia collaboration will help forge a relationship that will be beneficial for one and all.

# Academic Curriculum

## Core Subjects

Statistics & Mathematics	Computer Science & Technology	Business & Management
<ul style="list-style-type: none"> <li>• Probability and Stochastic Processes</li> <li>• Statistical Inference</li> <li>• Multivariate Analysis</li> <li>• Statistical Structures in Data</li> <li>• Linear Regression</li> <li>• Time Series Modelling</li> <li>• Categorical Data Analysis</li> <li>• Linear Algebra and Matrices</li> <li>• Computational Data Sciences</li> </ul>	<ul style="list-style-type: none"> <li>• Algorithm Design and Analysis</li> <li>• Data Structures</li> <li>• Machine Learning</li> <li>• Database Management Systems</li> <li>• Data Science Laboratory</li> <li>• Software Project Management</li> <li>• Hadoop Map-Reduce</li> <li>• Business Data Mining</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Organizational Behavior</li> <li>• Financial Management</li> <li>• Business Economics</li> <li>• Modelling in Operations Management</li> <li>• Strategic Management</li> <li>• Managerial Communications</li> <li>• Project Management</li> <li>• Human Resource Management</li> </ul>

## Electives Subjects

Statistics & Mathematics	Computer Science & Technology	Business & Management
<ul style="list-style-type: none"> <li>• Computational Finance</li> <li>• Advanced Predictive Modelling</li> <li>• Analytics in Business Forecasting</li> <li>• Econometric Methods</li> </ul>	<ul style="list-style-type: none"> <li>• Complex Networks</li> <li>• Information Retrieval</li> <li>• Cloud Computing</li> <li>• Networks &amp; Internet Architecture</li> <li>• Optimization and Decision Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• High Frequency Finance &amp; News Analytics</li> <li>• Pricing and Revenue Optimization</li> <li>• Supply Chain analytics</li> <li>• Business Accounting &amp; Banking Analytics</li> <li>• Healthcare Analytics</li> <li>• Product Analytics</li> </ul>

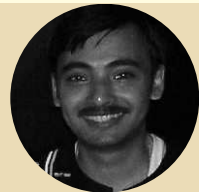




# Faculty and Industry Speaks about PGDBA

The students of PGDBA had a firm understanding of both statistics and the basics of computer science. They not only participated but also excelled in the post-graduate level elective subjects that I taught them at IIT. The projects that they undertook as a part of courses like the Complex Networks or Information Retrieval highlighted their zest for learning new things along with an ability to turn abstract concepts to real systems. They were often the most involved people in the class, raising several doubts and even demanding for lessons on particular subjects of their interest. Teaching such students is always a pleasure. I hope to continue working with the students of PGDBA and am confident that some of their projects would lead to good research publications.

**Prof. Animesh Mukherjee**  
Assistant Professor, CSE Department,  
IIT Kharagpur



The first batch of PGDBA has set quite a high standard for the future batches. Even in their first semester at ISI, their ability to generate insights through systematic analysis was evident. Though most of them were learning Statistics for the first time, they were able to connect Statistics with its business implications effortlessly. I'm sure they will enhance the decision-making process of any company they join.

**Prof. Ashok Banerjee**  
IIM Calcutta



"The students of the first batch of the PGDBA program are some of the most enthusiastic students that I have worked with during my years of teaching at the Indian Statistical Institute. Their will to learn was infectious, and I was impressed by the level of stimulating conversations that we had on a regular basis, on and off the class hours. I loved the mix in the batch - students from varied backgrounds of engineering and natural sciences, with an eclectic range of perspectives and skills - the perfect melting pot to generate pioneering research and business problems. By the end of the semester, they comfortably worked on several exciting projects in areas like natural language processing, algorithmic trading and machine learning. In fact, we are still in touch, and I am working with several of them on some very interesting problems in analytics. I am confident that these set of professionals will come out in flying colours as they have the perfect analytical mindset to bind the theoretical knowledge of statistics and computer science with practical problems in data analytics. This is precisely what the industry needs!"

**Prof. Sourav Sen Gupta**  
Lecturer, ISI



Understanding of the high demand of trained intelligent persons in the domain of Business Analytics prompted us to think & then design such a course. It took lot of effort from all the three institutions: ISI, IIT KGP & IIM to launch such a new CONCEPT. The students were to be selected with lot of care and we did that. Though most of them were learning Statistics for the first time, they were able to connect Statistics with its business implications effortlessly. It was a pleasure to teach & interact with them for a semester while teaching the course Probability & Stochastic Process. It had lots of deep theoretical issues followed by application to real world business problems. The theory developed during the course helped them think in an intelligent and appropriate manner. They handled data analysis at each stage of learning. I am highly impressed with their strong motivation, initiative and positively steep learning curve. I am more that confident that all of them are ready to face the real world of business analytics and contribute significantly.

**Prof. Bimal Roy**  
Former Director, Indian Statistical Institute, Kolkata



Teaching and guiding the students of PGDBA through their semester at IIT Kharagpur was an absolute delight. Our sessions were brimming with novel insights and problem solving methods from the students that made the class more lively and engaging. They were really keen to go beyond the mere formulaic approach and truly understand the concepts of the topic.

**Prof. Kalyan Kumar Guin**  
IIT Kharagpur



At a time when digital transformation of global enterprises is inevitable and Business Analytics is set to play a vital role in the same, there is an acute shortage of professionals equipped with the skill triad of technology, business and mathematics. Introduction of PGDBA course by the three premium institutes of the country renowned for their expertise in these three areas was a welcome move. I had the opportunity of addressing and interacting with the students of the premier batch of PGDBA during the launch of the course and was impressed by their enthusiasm and eagerness to learn. My best wishes to the students, who I am sure, will do exceedingly well in whichever organization they join.

**Mr. Prakash Sah**  
Head, Business Intelligence & Analytics,  
Manufacturing, TCS



From my experience at various positions in Apollo Hospitals. I strongly believe that predictive analytics can provide a paradigm shift to the hackneyed conventional medical research. Analytics can change the way we look at relationships between patient and the doctor. Data explosion which we are witnessing today can have a powerful impact only if proper analytics is applied. For that we need analysts who can tackle the problems from a course as rigorous as PGDBA. These students of PGDBA possess the passion and the inclination required to deal with the complex situations data can produce. While teaching team Healthcare Analytics. I saw curious and diligent faces raring to learn and get their hands dirty with the tools and techniques of analytics. Working with team was a good opportunity to gauge what talent the best institutes of India of have to offer by means of this program.

**Mr. Sujoy Kar**  
Director, Medical Services  
Apollo Gleneagles Hospitals



The students of the first batch of PGDBA are some of the most enthusiastic students that I have worked with. Though most of them came from varied background of engineering and natural sciences, by the end of the semester, they were working on several exciting projects in areas like natural language processing, algorithmic trading and machine learning. Their will to learn was infectious!

**Indranil Bose**  
IIM Calcutta



This bunch stands out on one feature. They want to make an impact. The commitment and focus is single-minded. This is not a subjective impression. They participated in PsyFing, my psychometric testing tool as part of the lecture on power of implicit data. This group is unlike any other group I've tested before.

**Mr. Sanjoy Datta**  
Head, Marketing Research, ITC Limited







## Faculty for the Courses

### Pre-semester module at IIM Calcutta

#### Organizational Behavior

- Prof. Chetan Joshi
- Prof. Rajiv Kumar

#### Marketing Management

- Prof. Ritu Mehta

#### Contemporary Business Analytics

- Prof. Indranil Bose

#### Financial Reporting and Analysis

- Prof. Manju Jaiswal

#### Managerial Communication

- Prof. Apoorva Bhardwaj

### 1st Semester at ISI Kolkata

#### Statistical Structures in Data

- Prof. Smarajit Bose

#### Computing for Data Sciences

- Prof. Swagatam Das
- Prof. Dipti Prasad Mukherjee

#### Stochastic Processes and Applications

- Prof. Debasis Sengupta

#### Fundamentals of Database Systems

- Prof. Debapriyo Majumdar

#### Inference

- Prof. Amitava Bandyopadhyay

### 2nd Semester at IIT Kharagpur

#### Modelling in Operations Management

- Dr Amit Upadhyaya

#### Data Science Laboratory

- Prof Sujoy Bhattacharya

#### Foundations of Algorithm Design and Machine Learning

- Prof Sourangshu Bhattacharya

#### Regression and Time Series Models

- Prof. Swanand Ravindra Khare

#### Product Analytics

- Prof. Kunal Ghosh
- Dr. Pralay Paul (Guest)

#### Supply Chain Analytics

- Prof. Kunal Ghosh
- Dr. Anupam Ghosh (Guest)

#### Complex Network

- Prof. Bivas Mitra

#### Information Retrieval

- Prof Animesh Mukherjee

#### Business Accounting & Banking Analytics

- Prof. Arun Kumar Mishra
- Prof. Chandra Sekhar Mishra

#### Healthcare Analytics

- Prof. Ram Babu Roy

#### Cloud Computing

- Prof. Soumya Ghosh

### 3rd Semester at IIM Calcutta

#### Categorical Data Analysis

- Prof. Sahadeb Sarkar

#### Business Economics

- Prof. Conan Mukherjee
- Prof. ParthaPratim Pal

#### Strategic Management

- Prof. Ramya Venkateswaran

#### Business Data Mining

- Mr. Ramasubramanian Sundararajan

#### Project Management

- Mr. SaikatDutt

#### Human Resource Management

- Prof. Debashish Bhattacharjee

#### Selected Aspects of Predictive Modelling

- Prof. Manisha Chakrabarty

#### Corporate Finance

- Prof. Arnab Bhattacharya

#### Financial Risk Management

- Prof. B B Chakrabarti

#### Computational Finance

- Prof. Vivek Rajvanshi

#### Decisions and Games

- Prof. Arijit Sen

#### Games and Information

- Prof. Arijit Sen

#### Network Analytics

- Prof. Uttam Kumar Sarkar



## Student Life at Three Campuses



Staying in three different institutes for a considerable amount of time provides the PGDBA students an opportunity to explore different colleges' culture and makes them appreciate the colleges' lush green campuses, style of teaching, social activities, sporting events and exclusive knowledgeable seminars. Interacting with diverse background fellow idiosyncratic students of the colleges gives PGDBA students a distinct social exposure. Majority of the ardent students have represented the tri-colleges both culturally and sportingly. The participation of the students has not just nurtured their personality but also has given them an everlasting sense of adaptability and adjustment.





## BATCH PROFILE 2020

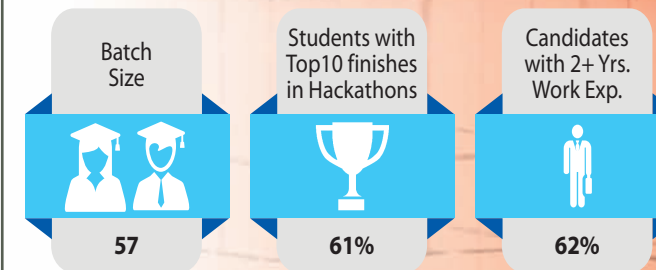
Work Exp.	Name	Function/Role	Domain	Previous Organization
4+ years (7%)	Addanki Hareesh	Section Incharge-Production	Production, Manufacturing	Ambuja Cements Ltd.
	Adnan Tamimi	Application Analyst	Software Development	Accenture Solutions Pvt. Ltd.
	Amit Sudarshan	Assistant Commercial Manager	Logistics, Operations	Indian Railways
	Avi Sharma	Senior Design Engineer	Electrical Designs and Construction	Larsen And Toubro Ltd.
3-4 years (19%)	Srustijit Sahoo	Senior Software Engineer	Retail, Software Development	Tesco PLC
	Abhishek Sharma	Process Engineer	Manufacturing, Data Analytics	Reliance Industries Ltd.
	Amit Bikram	Engineer	Engineering, Procurement	TechnipFMC India Ltd.
	Aniruddha Mitra	Senior Manager	Central Planning, Manufacturing Engineering	Tata Motors Ltd.
	Ankit Sahani	Assistant Supply Chain Manager	Logistics, Supply Chain Analytics - FMCG	Hindustan Unilever Ltd.
	Kalpam Suhaas	Analyst	Reinsurance, Software Development	Swiss RE India Business Solutions
	Kanishka Kayathwal	Data Scientist	Marketing Analytics, Machine Learning	Play Games24x7
	Lakshmi Kanta Laha Modak	Deputy Manager	Maintenance, Operation Excellence	Tata Steel Processing & Distribution Ltd.
	Nitish Kumar	Consultant	Software developer, SAP Consultant	SONY India Software Centre
	Rahul Mehta	Senior Associate	Product Control, Risk Management	Société Générale
2-3 years (35%)	Suryawansh Kumar	General Manager	Project Management, Sustainability	Trident India Ltd.
	Vikas Rai	Senior Manager	Project Management, Vehicle Integration	Tata Motors Ltd.
	Abhishek Prithvi Teja	Manager	Retail Banking, Customer Management	State Bank of India
	Adarsh Kumar	Analyst	Business Analytics, Consulting	LatentView Analytics Pvt. Ltd.
	Ajinkyakumar Suryawanshi	Business Analyst	Operations, Business Development, Analytics	OLA Cabs
	Akash Vennamaneni	Manager Operations	Mine Planning, Operations	Tata Steel Ltd.
	Akhil Kandregula	Consultant	Business Analytics, Consulting	Fractal Analytics
	Anurag Saraf	Manager	Mechanical Maintenance, Production Engineering	Tata Steel Ltd.
	Chhavi Choudhary	Data Scientist	Analytics, Finance, Automation	Fuzzy Logix Pvt. Ltd.
	Kolli Kiran Kumar	Software Engineer	Software Development, Healthcare Insurance	Optum Global Services
	Nuthi Sri Gowtham	Systems Engineer	SAP ERP, Consulting	Infosys Technologies
	Parkavi P	Mentor	Education, Verbal	IMS Learning Resources
	Prachi Mittal	Decision Science Analyst	Analytics, Machine Learning	Quantiphi Inc.
	Prasanna Manickavasagan	Consultant	Business Analytics, Consulting	EXL Services
	Pratik Ranjan Bhanjdeo	Assistant Manager	Production Engineering	Maruti Suzuki India Ltd.
	Pratik Sinha	Associate	Business Analytics, Consulting	TresVista Financial Services
	1-2 year (19%)	Prem Potabatti	Solutions Developer	Cloud based applications, Analytics
Sambit Kumar Behura		Assistant Professor	Education, Quant	FIITJEE Ltd.
Shilpi Jaiswal		Associate Consultant	Software Development	Oracle Financial Services Software Ltd.
Srinjoy Ray		Associate Consultant	IT, Analytics	Oracle Financial Services Software Ltd.
Suhas Vilas Powar		Manager	Finance, Analytics	Reliance Industries Ltd.
Vadigi Chaitanya		Assistant Professor	Education, Maths	Math Dunia
Vanya Sinha		Applications Engineer	Full Stack Web Development	Oracle India Pvt. Ltd.
Vignesh Pai B H		Senior Application Engineer	Data Analytics, Consulting	Applied Materials India Pvt. Ltd.
Arshdeep Singla		Senior Data Analyst	Retail Analytics, FMCG	The Smart Cube India Pvt. Ltd.
Askar Babu U		Manager	Mechanical Maintenance, Production Engineering	Tata Steel Ltd.
Garima		Co-Founder	Full Stack Web Development	AppRevelations
Harsh Harilaka		Senior Product Manager	Business Development, New product launch	ICICI Bank Ltd.
Matta Vyshali Nanda		Assistant Manager	Research and Development	CERA Sanitaryware Ltd.
0-1 year (19%)	Rajath Nandan Kalava	Scientist	Process Engineering - Pharmaceuticals	Dr. Reddy's Laboratories
	Rakesh Kumar	Assistant Manager	Production, Quality Management	Tata Motors Ltd.
	Saurabh Dubey	Design Engineer	Rural development, Product Design	Greenway Grameen Infratech Pvt. Ltd.
	Vidyadhar Mudium	Associate Program Manager	Operations, Analytics, Automation	OLA Cabs
	Asrith Dasari	Software Engineer	Machine Learning, Deep Learning	HCL Technologies
	Guntur Prabhudev			
	Karan Raj Chauhan			
	Lella Sahith			
	Muturi Akhil Danam	Business Analyst	Analytics, Media & Entertainment	Merilytics Inc.
	Rajnish Kumar			
Rishav Saha	Technical Consultant	SAP Development, Consulting	Tata Technologies Ltd.	
Soumik Mukherjee	Decision Analytics Associate	Business Analytics, Consulting	ZS Associates Pvt. Ltd.	
Sourav Meena				
Sowrya Regana	Operations Coordinator	Operations, Analytics	Uber India Pvt. Ltd.	

## Batch Statistics 2019-20

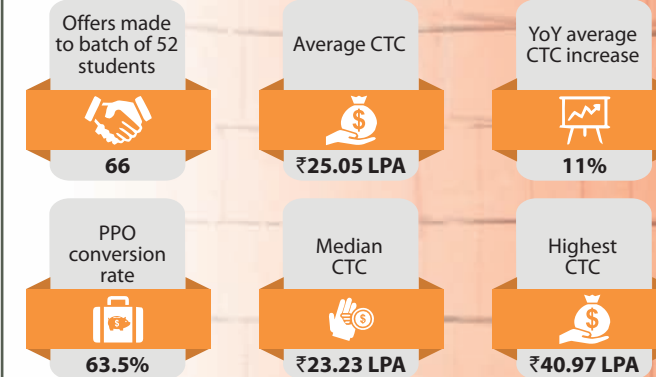
### Internship Statistics - Batch of 2019



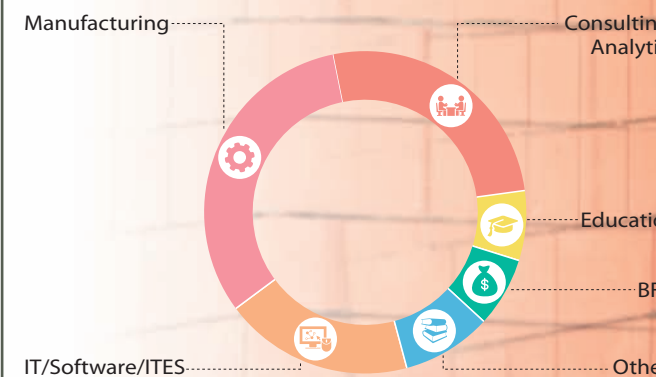
### Batch of 2020 Summary



### Placement Statistics - Batch of 2019



### Industry Background - Batch of 2020







## Profiles **PGDBA Class of 2020**







**Abhishek Sharma**

**Education:** Chemical Engineering, IIT BHU Varanasi  
**Past Employers:** Reliance Industries Limited  
**Overall Experience:** 43 Months

A President Awardee of Bharat Scouts and Guide, Abhishek has rich manufacturing experience being a part of Centre of Excellence of India's largest Oil and Gas and Petrochemicals' giant. He has worked in the conceptualisation of IIOT and smart manufacturing. He also delivered several data-driven solutions such as Process optimisation and Business Intelligence and added value to the organisation. In PGDBA, he has worked on data science projects in NLP and time series forecasting. He has a keen interest in application of data sciences in finance and currently a CFA Level 1 Candidate. He loves to play guitar in his free time.

**Education:** Electrical and Electronics Engineering , NIT Trichy  
**Past Employers:** LatentView Analytics  
**Overall Experience:** 29 Months

As a Business Analyst, Adarsh worked extensively in the Media & Entertainment domain, delivering business insights to a c-suite level client for Fortune 100 company. He is a Placement Representative of the current PGDBA batch. During PGDBA he worked on a variety of projects like NLP, recommendation systems, social networks analysis, and image processing, etc. Besides, being a data science enthusiast, he is additionally an avid news reader and closely follows Indian politics. His team secured top ten position in IIT Kanpur 'Techkriti' data science competition.



**Adarsh Kumar**

**Education:** Chemical Engineering, IIT BHU Varanasi  
**Past Employers:** Ambuja Cements Limited  
**Overall Experience:** 48 Months

As a part of the Production Department at Ambuja Cements limited, Hareesh acquired rich experience in multiple facets of Cement Industry. Aligning with the core objectives of attaining Operational and Business excellence, he delivered several data-driven solutions such as process optimization, CapEx & OpEx analysis and thereby improving profitability and was awarded as the Best Performer. He showcased his talent in data science by performing well in national level hackathons. During PGDBA, he has worked on diverse analytics projects on Regression, Time-Series, recommendation systems and Deep Learning. Being a Sports Enthusiast, he has won the gold medal twice in Kabaddi at National Level Sports festival.



**Addanki Hareesh**



**Adnan Tamimi**

**Education:** Mechanical Engineering, Aligarh Muslim University  
**Past Employers:** Accenture Solutions Pvt Ltd  
**Overall Experience:** 53 Months

Adnan has always had a penchant for quantitative areas of study, especially Mathematics and Computer Science. He completed his senior secondary schooling from Aligarh Muslim University (AMU) and received distinction in Mathematics and English. After graduation from AMU, he joined Tata Consultancy Services as a Systems Engineer where he worked on a variety of different areas including Search Engine design and Recommender Systems. During his 3.5 years of stay with TCS, he won numerous accolades and awards for his outstanding contribution to the company. Subsequently, he joined Accenture as an Analyst and worked for another year before joining PGDBA.

**Education:** Engineering Physics, IIT Bombay  
**Past Employers:** OLA Cabs  
**Overall Experience:** 28 Months

Ajinkya, an IIT-Bombay post-graduate, is enthusiastic for learning physics since childhood, that made him pursued his masters in 'Engineering Physics', where he realised that he loves to play with numbers, so he took the responsibility of Business Analyst at 'Hansa Cequity'. From there the journey began of exploration, which landed him in 'OLA', working in different vertical and several roles made him OLA's 'FIREFIGHTER' for setting up business units such as OLA-micro, OLA-Share, OLA-Foundation in Delhi, Mumbai and Bangalore. During this OLA journey, he explored his interest in advance analytics and 'Machine Learning' techniques which he wants to conquer.



**Ajinkyakumar Suryawanshi**

**Education:** Mining Engineering, IIT Kharagpur  
**Past Employers:** Tata Steel Ltd  
**Overall Experience:** 35 Months

Akash has started his work on analytics during his internship at Tata Steel Ltd , his work was much appreciated and gained him a Pre placement offer in Tata Steel . Post his graduation he started working in Tata Steel where he had led a crucial department in the operations and worked over diverse projects involving analytics , where he developed interest for data science and inspired him to pursue data science. His team secured 2nd position in YES BANK Datathon. He worked on various projects involving NLP, deep learning , recommendation systems , time series to solve business problems.



**Akash Vennamaneni**

**Education:** Mechanical Engineering, BITS Pilani, KK Birla Goa Campus  
**Past Employers:** Fractal Analytics  
**Overall Experience:** 24 Months

Post graduating from BITS Pilani, Goa - Akhil decided to pursue a career in business analytics, enthralled by the immense possibilities and learning it offered. He then joined Fractal Analytics as his first corporate venture, where he collaborated with multiple teams to deliver solutions to Fortune 500 clients on various avenues like Demand Forecasting, Price-Promo Modelling, Revenue Optimization. His ever-growing curiosity towards AI and its business applications led him into joining the PGDBA programme. We often find him engrossed working on competitions, reading up on the latest advancements in the field of AI. However, book a small place and bring in a football, he is all yours for the day.



**Akhil Kandregula**

**Education:** Mechanical Engineering, NIT Tiruchirapalli  
**Past Employers:** Technip FMC India Limited  
**Overall Experience:** 38 Months

Amit has worked in Engineering and Construction services company in the offshore petroleum and gas industry. During his service, he has worked in both domestic as well as foreign projects in both technical and managerial profiles. He has always been a consistent academic performer, securing a position among top 0.005% in AIEEE 2010. Amit was a part of the team in NIT Trichy, which won the safest car of the year award in BAJA 2014. During PGDBA he has worked on a variety of projects including public opinion analysis on demonetisation, volatility measurement of financial stock, multiclass classification problems, regression problems among others.



**Amit Bikram**





Amit Sudarshan

**Education:** Mechanical Engineering , IIT Roorkee  
**Past Employers:** Indian Railways  
**Overall Experience:** 66 Months

Amit has rich work experience in diverse fields including Oil & Gas, Logistics & Operations, Supply Chain & Procurements and Manufacturing. He worked in various capacities in Government of India. His work as a Civil Servant (IRTS) in Ministry of Railways put emphasis on making railway services customer-friendly while enhancing operational efficiency and expanding the commercial reach of IR. He also got worked upon defence procurement policy and redefining the role of Ordnance Factories in India's emerging defence manufacturing ecosystem. During PGDBA, he worked on projects based on ML techniques like Boosting, Classifications, Time Series Analysis, Text Analysis, Recommendations System and Visualization.

**Education:** Pulp and Paper Technology, IIT Roorkee  
**Past Employers:** State Bank of India  
**Overall Experience:** 26 Months

Prithvi having graduated from IIT Roorkee, started his career as an Asst Manager of the R&D department at Birla group-HIL LTD and worked on several research projects and at SBI he worked mainly on loans and advances. At PGDBA, he worked on projects involving machine learning, time series forecasting and deep learning. He also participated in several data science competitions at kaggle, analytics vidya and stood at decent positions. At IIT Roorkee, he also worked for the sponsorship team in the cultural festival and also took part in several sports competitions of basketball and cricket.



Abhishek Prithvi Teja

**Education:** Mechanical Engineering, Jadavpur University  
**Past Employers:** Tata Motors Ltd  
**Overall Experience:** 46 Months

A 2014 graduate in mechanical engineering from Jadavpur University, Aniruddha has always been passionate about making an impact in business with the latest technologies. In his tenure at Tata Motors, as a part of Auto-Planning team, he has successfully introduced cutting edge technologies, some first time in the auto industry. Being equipped with analytics, he believes to be able to a positive prime mover to the coming business world.



Aniruddha Mitra



Ankit Sahani

**Education:** Mechanical Engineering, NIT Trichy  
**Past Employers:** Hindustan Unilever Ltd  
**Overall Experience:** 36 Months

Ankit has led teams of executives in his two roles of Logistics & Supply Chain Manager with the largest FMCG in the country, Unilever. He has handled analytics projects in logistics finance such as post-GST warehousing remapping at pan India level. He started his journey into the analytics world with a Runners-Up accolade in the Yes bank hackathon- Techkriti, IIT Kanpur. He has been a consistent academic performer with a Department Bronze Medal in engineering. His primary interests include analytical and machine learning-based financial decision making.

**Education:** Mechanical Engineering , IIT Bombay  
**Past Employers:** Tata Steel Ltd  
**Overall Experience:** 33 Months

Anurag has always been an excellent academic performer. He is a recipient of the merit-based scholarship for exemplary academic performance at ISI during PGDBA course. He has secured AIR-226 in IITJEE-2011 (top 0.05%) , AIR 1207 in AIEEE (top 0.1%) and 99.17 percentile in XAT 2018. While working at TATA Steel's second-largest plant, he was fascinated by the way in which Analytics is revolutionizing the decision-making process. This, along with his strong inclination towards mathematics and statistics, motivated him to join PGDBA. He has worked on various projects involving NLP, machine learning, time-series, optimization models and deep learning during PGDBA. He is also a regional level gold-medalist in chess and a talented singer and guitarist.



Anurag Saraf

**Education:** Electrical Engineering, Punjab Engineering College, Chandigarh  
**Past Employers:** The Smart Cube India Pvt Ltd  
**Overall Experience:** 23 Months

Arshdeep has an excellent academic track record and was among the few students of his undergrad university who graduated with Honors. He is an experienced business analytics professional with 2 years work-experience in delivering data-driven insights and providing data backed business solutions to a UK based retail giant thus helping them optimize their business. At The Smart Cube, he has worked on diverse retail analytics projects inclusive of statistical modeling, machine learning, behavioral analytics, and data visualization which helped him to build the right capabilities to mine and leverage data for insights that can enable better decisions and create value.



Arshdeep Singla

**Education:** Mechanical Engineering , IIT Kharagpur  
**Past Employers:** Tata Steel Ltd  
**Overall Experience:** 16 Months

Upon graduating from IIT Kharagpur in 2016, Askar Babu U worked with Tata Steel Ltd as a Manager in their newly commissioned Kalinganagar plant. A consistent performer in academics, Askar stood first in the batch in the inaugural semester of PGDBA which happened in IIMC and ISI Kolkata. He is a CFA level 2 candidate having profound interest in mathematical finance. Askar has experience in applying statistical and machine learning techniques in solving real world business problems involving Time series forecasting, recommendation systems and text analytics .An avid traveler and trekking enthusiast, Askar has been part of multiple cross-country bike-trips.



Askar Babu U

**Education:** Engineering Physics, IIT Bombay  
**Past Employers:** HCL Technologies  
**Overall Experience:** 11 Months

Asrith graduated from IIT Bombay in Engineering Physics. During his undergrad days, he has developed a software solution for Motor Neuron Disease patients at NeuroGen Institute, Mumbai. After graduation, he worked with HCL Innovation Lab in the area of Computer Vision and NLP. During PGDBA, he worked on various Data Science and Business Problems and also had won several Data Science Competitions. Asrith has a special interest in Financial Market and is also pursuing MSc in Financial Engineering from WQU. He spends his spare time in developing Android applications or by studying Greek, Modern and Post-Modern Philosophy.



Asrith Dasari





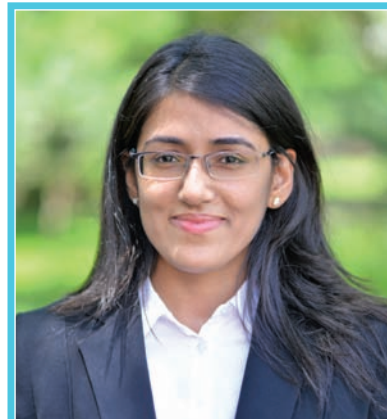
Avi Sharma

**Education:** Electrical Engineering, Galgotias College of Engineering And Technology  
**Past Employers:** Jamboree Education Pvt Ltd  
**Overall Experience:** 52 Months

Having worked in the Engineering and Construction sector, Avi got insights into the simulation and design of Electrical systems in Railways. A report by a consultant on validation of proprietary simulation software using regression kindled his interest in ML. He has worked on projects like price prediction, time series modelling using fractional Calculus, network embedding for large scale social networks, google analytics customer revenue prediction and has interests in time series and forecasting. Avi enjoys taking roles of responsibility and leading teams, be in sports or on the professional front. In his leisure time, he likes spending time with friends.

**Education:** Metallurgical and Materials Engineering, IIT Roorkee  
**Past Employers:** Fuzzy Logix Pvt. Ltd.  
**Overall Experience:** 24 Months

Institute Medal holder from IIT Roorkee and recipient of various scholarships for exceptional academic performance, Chhavi has been a meritorious student since her school days. She started her career as a data scientist at Fuzzy Logix where she built the Anti-Money Laundering model for one of India's largest private sector banks, handling the project from its inception to its deployment in production. During PGDBA, she worked on diverse projects involving recommender system, deep learning, time series forecasting and advanced regression, NLP. She won a silver medal at inter-hostel Yoga competition held at IIT Roorkee, represented her college in National-level Yoga Tournament.



Chhavi Choudhary

**Education:** Computer Science, Delhi Technological University  
**Past Employers:** App Revelations  
**Overall Experience:** 22 Months

Garima is a machine learning enthusiast, who did her BTech in Computer Science from DTU. Her entrepreneurial spirit led her to become a National champion of ENACTUS National Business Championship- 2013, and also co-founded her very own start-up (AppRevelations) while pursuing her bachelor's degree. She also worked as a full-stack software developer for a year, before joining the PGDBA program. She has an ardent interest as well as experience in working on projects involving Time Series, Big data, Deep Learning & Computer Vision. Being an all-rounder, she's also won awards in Swimming & Basketball.



Garima



Guntur Prabhudev

**Education:** Ocean Engineering and Naval Architecture, IIT Kharagpur

Prabhudev has been a consistent academic performer since his school days and developed interest in Data Science during his undergraduate years leading him to this programme. During PGDBA, he has worked on a variety of problems including Regression, Time series forecasting, Deep Learning and NLP, among others hoping to leverage this experience in tackling real-world business problems. He has also performed well in various data science competitions. Besides machine learning and statistics, he likes to play Cricket and Football, and he is also a member of inter hall cricket team during his undergraduate years at IITKGP.

**Education:** Chemical Engineering, IIT Delhi  
**Past Employers:** ICICI Bank  
**Overall Experience:** 23 Months

Harsh has been a meritorious student since his school days and scored an AIR-1202 in JEE-2012. Working in ICICI Bank as a Senior Product Manager, he handled various roles from New Product Development, Cross-Sell to Cost Savings. His team is the winner of the VISA Global Challenge among 160 teams across the world. He got fascinated by the way data can be used to derive insights and make better judgements. In PGDBA, he has worked on several projects involving Natural Language Processing, Image Classification and Deep Neural Networks. He is a poet and loves meditating.



Harsh Harlalka



Kalpam Suhaas

**Education:** Electrical Engineering, IIT Madras  
**Past Employers:** Swiss RE India Business Solutions  
**Overall Experience:** 47 Months

Suhaas, upon graduating from IIT Madras in 2014, took up the role of full-stack web developer at Saggezza India where he has developed web applications on .NET platform for pricing needs of a client in the logistics industry. Being a part of the actuarial services team at Swiss RE Business solutions, he worked with actuaries in developing statistical models for the pricing of reinsurance contracts in the aviation domain. He also assisted the underwriters in costing of the contracts during the renewal period. At PGDBA, he was awarded the top ISI student award in the Statwars hackathon 2019 and also stood second in the Estee Data Hackathon 2019, a Kaggle competition on stock market prediction. He was the captain of his hostel hockey team during his college days at IIT Madras.



Kanishka Kayathwal

**Education:** Chemical Engineering, IIT Bombay  
**Past Employers:** Play Games24x7  
**Overall Experience:** 47 Months

Kanishka, a recipient of NTSE scholarship, secured AIR-798 in JEE'10. He started his career serving one of the fortune 500 companies as an analytics consultant and eventually moved to Data Science. During his tenure, his work in the line of statistical modelling, storytelling and insights generation got recognized and rewarded several times. As a machine learning enthusiast, he has participated and won several national-level data science competitions. He was the core group member of the technical fest of IIT Bombay. He is a CFA Level - 2 candidate and has a keen interest in finance and geopolitical economics.

**Education:** Engineering Physics, IIT Delhi

Being an excellent academic performer, Karan relinquished a chance to complete his B. Tech. in mere 3.5 years, to be the only one in his batch to hold a minor degree in Photonics at IIT Delhi. A basketball player at heart, he is always seeking rigorous challenges and won the coveted Institute award for his undergraduate thesis at convocation. His primary interest lies in exploring potent analytical solutions to complex real-world problems, as reflected by his projects at PGDBA in social networks, time series forecasting and healthcare. He takes pride in honing his public speaking skills.



Karan Raj Chauhan





**Koli Kiran Kumar**

**Education:** Electronics and Electrical Communication Engineering, IIT Kharagpur  
**Past Employers:** Optum Global Services  
**Overall Experience:** 35 Months

Kiran has been a consistent academic performer with state 3rd in Mathematics Olympiad at Sub-junior level. During work experience as a web developer, he worked in 3 projects of large teams and delivered end to end web applications catering to US healthcare. While working with vast amounts of patient data and seeing the impact small changes can bring inspired him to pursue Data Science. After Joining PGDBA, he has worked on projects in regression, product recommendation system, travel time prediction using deep learning and time series forecasting.

**Education:** Production Engineering, Jadavpur University  
**Past Employers:** Tata Steel Processing & Distribution Ltd.  
**Overall Experience:** 47 Months

Being a meritorious student, Lakshmikanta was awarded multiple scholarships like IOCL, FFE, and ManiLal Bhowmick Scholarship. During his Job in TSPDL he has made an online prediction of coil processing time internally and gradually understood his proclivity towards data-driven decision making. He is currently working on various aspects of data science through projects in the realm of Supply Chain, Healthcare, NLP, Time Series forecasting. He is also a volunteer in an NGO called 'ESO KICHU KORI'.



**Lakshmi Kanta Laha Modak**

**Education:** Ocean Engineering and Naval Architecture, IIT Kharagpur

Sahith after graduating, wanting a career in Data Analytics joined PGDBA. During his time in PGDBA, he has done projects relating to NLP-Newspaper Bias, recommender systems, Regression and Time-series forecasting and Computer vision. Currently, he is focused on his newfound passion, Deep Learning, to solve real-world problems. He is an active participant in machine learning competitions and also FRM level-1 holder. He has also held many positions of responsibility during his college life. He is also a sports enthusiast, part of inter-hall Athletics team in IIT Kharagpur and B-Certificate holder in NCC-Army.



**Lella Sahith**

**Education:** Ceramic Engineering, IIT(BHU) Varanasi  
**Past Employers:** CERA Sanitaryware Ltd  
**Overall Experience:** 13 Months

With a good academic background, Vyshali has published a research paper in American ceramic society Journal and worked in R&D. She developed her interest in analytics while working on manufacturing workstream projects with Accenture consulting team and joined PGDBA. During PGDBA, she has worked on projects involving Machine Learning and Deep Learning Techniques, Time series analysis and Business problems and won Kaggle Competitions. She was a core team member of TECHNEX'14, Technical Fest of IIT BHU Varanasi and also worked for an NGO which addresses Educational Issues.



**Matta Vyshali Nanda**

**Education:** Electrical Engineering, IIT Madras  
**Past Employers:** Merilytics  
**Overall Experience:** 6 Months

Akhil has been a meritorious student since his school days. He worked on the effectiveness of retargeted advertisements for Bachelor's thesis, which served as the motivation to explore the field of analytics. After graduating from IIT Madras, he joined Merilytics, where he analysed different KPIs and got exposed to how big an impact data can create. During PGDBA, he has worked on recommender systems, and applications of deep learning, regression, time series and NLP for solving business problems. He has been a sports enthusiast since his school days and has won various cricket tournaments.



**Muturi Akhil Danam**



**Nitish Kumar**

**Education:** Metallurgy and Materials Engineering, NIT Jamshedpur  
**Past Employers:** SONY India Software Centre  
**Overall Experience:** 46 Months

Nitish has worked as a SAP technical consultant at Sony India Software Centre for various supply chain domains. For his exemplary work, he got star performer award, a nomination among top 6 employees for employer of the year 2017 and an early promotion in the same year. At Sony, he worked for 2 organisation projects in data science which introduced him to the field of data analytics. During PGDBA he has worked on projects relating to Time Series forecasting, Complex Networks, Deep learning and Sentiment analysis among others. He likes playing badminton and is in the PGDBA badminton team. He has been actively involved with Bhumi, an NGO for the education of underprivileged children.



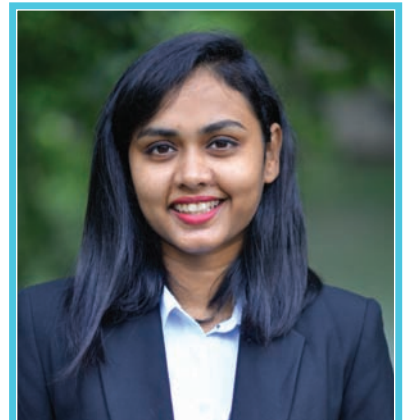
**Nuthi Sri Gowtham**

**Education:** Electronics and Communication Engineering, Andhra University  
**Past Employers:** Infosys Technologies  
**Overall Experience:** 24 Months

A consistent academic performer, Gowtham was in top 0.001% in EAMCET (a state-level entrance exam to Engineering in the then-combined Andhra Pradesh combined). During his work in the IT sector, He worked on various upgrade and system-migration projects in SAP, Master Data Management and Java-based systems. He also worked in GST implementation project for a Fortune 500 company. During his stint in IIT, he was exposed to various analytics projects on Time series, Factorization machines, Deep Learning and NLP. He is fond of playing cricket, table tennis and does blogging at free time.

**Education:** Electronics and Communication Engineering, Anna University  
**Past Employers:** IMS Learning Resources  
**Overall Experience:** 29 Months

Curious by nature, Parkavi likes to think and explore new ideas. Working as a Mentor for students helped her realise her passion leading her to PGDBA. She has worked on projects from insurance classification, time series forecasting, image classification, NLP and auditory analysis. She is currently working on creating a rotationally invariant object recogniser. She is an avid reader, classical dancer and artist with a flair for pencil sketching.



**Parkavi P**





Prachi Mittal

**Education:** Chemical Engineering + M.Sc. Chemistry, BITS Pilani, Pilani Campus

**Past Employers:** Quantiphi Inc.

**Overall Experience:** 35.5 Months

Prachi, an INSPIRE scholarship holder from the Department of Science and Technology, started her career as a software developer for Oracle. Her penchant for analytics and decision making started with a sales forecasting project for an American Supplemental Insurance Company at Quantiphi. She is also a Google Cloud Certified Professional Data Engineer. Her PGDBA projects span across NLP, Computer Vision and Time Series modelling. Her proclivity for analytics has also landed her multiple podium finishes in data science competitions. She is a talented singer and was the lead vocalist for the Department of Music at BITS Pilani.

**Education:** Chemical Engineering, IIT Madras

**Past Employers:** EXL Services

**Overall Experience:** 34 Months

Prasanna has a rich experience in analytics, having worked as a consultant for marketing campaign management with a leading financial services company at EXL. He started his analytics journey by designing and implementing pricing and revenue management models in the dynamic world of startups with Oyo Room. He has consistently secured top-level positions at various national hackathons. During PGDBA, he has worked on projects involving Deep Learning, Time Series Forecasting and Natural Language Processing. He is an avid reader and a sports enthusiast who likes to travel.



Prasanna Manickavasagan

**Education:** Mechanical Engineering, NIT Rourkela

**Past Employers:** Maruti Suzuki India Ltd

**Overall Experience:** 35 Months

Pratik has worked in Production Engineering at Maruti Suzuki. He has handled projects, worth millions, from conceptualisation to commissioning. He has been awarded for his excellent work. He undertook many cost saving initiatives. The potential of IoT in Industry 4.0 excited him to pursue data analytics. In PGDBA, he has worked in the areas of network embeddings, fractional time series, healthcare analytics, imbalanced data.

He aspires to help the society through engineering + analytics. He is an avid reader and has interest in international geo-politics.



Pratik Ranjan Bhanjdeo



Pratik Sinha

**Education:** Mechanical Engineering (Specialization in Energy Engineering), VIT Vellore

**Past Employers:** TresVista Financial Services

**Overall Experience:** 31 Months

Pratik has rich analytics experience in diverse fields, ranging from General Analytics to Health Care Services and Financial Analytics. His workspace majorly included building a Prediction Model for Customer Churning, Sales and Market Analysis for a Fortune 500 listed Pharmaceutical firm, and creating an interactive Dashboard Visualization for a major Financial firm. During PGDBA, he worked on projects based on ML techniques like Boosting, Classifications, Time Series Analysis, Text Analysis and Recommendations System. He has been a consistent academic performer since school days and set an excellent academic record during his Graduation. His interest includes playing Table Tennis and Travelling.

**Education:** Mechanical Engineering, Walchand College Of Engineering Sangli

**Past Employers:** Connection Loops

**Overall Experience:** 34 Months

While working for a Cloud-based startup in Pune, Prem realized the importance of data analytics for business decision making. Before that, he worked in a big MNC setup while working for Tata Technologies. During PGDBA, he worked on projects like Time Series, Sentiment analysis of people on #demonetization, and classification of pets for Petfinder company. He has written blogs on machine learning topics for other companies. Apart from Machine Learning, Prem is passionate about Aquatic games and has won many gold medals at a national level and represented India at the International level.



Prem Potabatti



Rahul Mehta

**Education:** M.Sc. (Hons.) Economics, B.E. (Hons.) Chemical Engineering, Birla Institute of Technology and Science (BITS) Pilani, Pilani Campus

**Past Employers:** Société Générale

**Overall Experience:** 47 Months

During his Undergraduate studies, Rahul developed a keen interest in Financial Engineering. Post his graduation, he worked in the Financial Services sector, first at Credit Suisse, then at Société Générale, for a total period of around 4 years. His role comprised of Market Risk Management, specifically the prudent Valuation of Derivatives belonging to asset-classes including Structured Credit, Commodity and Inflation-Linked Derivatives. He was rewarded by both of his employers for his contribution and work ethic. His belief in continuous learning led him to join the PGDBA. He is simultaneously working towards the completion of the prestigious Certificate in Quantitative Finance (CQF), offered by Fitch Learning, London.



Rajath Nandan Kalava

**Education:** Chemical Engineering, IIT Madras

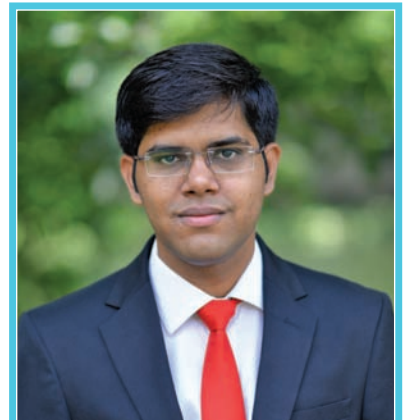
**Past Employers:** Dr. Reddy's Laboratories

**Overall Experience:** 23 Months

Rajath Nandan, President of the current PGDBA batch, loves solving challenging problems & aspires to be a Business Analyst. He graduated from IIT Madras in Chemical Engineering. During his under graduation, he managed multiple teams for Robotics competitions, Web development & won numerous competitions. Later, he worked as a Scientist in Dr. Reddy's Laboratories, actively contributing to drug development & process scale-up activities. Besides seeking to be a Business Analyst, he wishes to be a Triathlete & follows financial markets closely. Currently, he is working on a variety of projects involving NLP, recommendation systems, deep learning, time series forecasting and image processing, etc.

**Education:** Metallurgical Engineering, IIT BHU

Passionate for maths and problem solving, Rajnish was selected for an intern in R&D during his undergraduate for being among the top 12 teams in TATA Steel's annual innovation challenge. He is a consistent top ranker in multiple data science competitions on Analytics Vidya. During PGDBA he has worked on a variety of projects including time series forecasting, stock trading optimization, and social network analysis.



Rajnish Kumar





Rakesh Kumar

**Education:** Mechanical Engineering, IIT ISM Dhanbad  
**Past Employers:** Tata Motors Ltd.  
**Overall Experience:** 22 Months

Rakesh has been a consistent academic performer right from being a scholar badge student in the school to merit scholarship holder in college. He worked as a Production Line In-charge at Tata Motors, where he developed an interest in analytics while working with Quality Control Tools, Field Failure Data, among other things. He has worked on projects involving Natural Language Processing, Deep Learning, and Time Series Forecasting during PGDBA. He enjoys trekking & plays badminton during his free time.

**Education:** Computer Science, KIIT University (Kalinga Institute of Industrial Technology)  
**Past Employers:** Tata Technologies Limited  
**Overall Experience:** 10.5 Months

An Oracle Certified Java SE7 programmer and an Indian Institute Photography certified 'A' graded photographer, Rishav, held several positions of responsibilities during his B.Tech days. He has organized numerous fests and events and won multiple awards as a photographer, graphic designer and cinematographer all over the country. Post-B.Tech, he briefly worked in Tata Technologies Ltd. as a SAP Technical Consultant. During PGDBA, he has undertaken various projects including Recommender Systems, Time Series Forecasting and NLP, but his primary interest lies in sports analytics. Apart from this, he is an active social worker for The Art of Living Foundation.



Rishav Saha

**Education:** Electrical and Electronics Engineering, NIT Trichy  
**Past Employers:** FIITJEE Ltd  
**Overall Experience:** 33 Months

Pursuing his passion for Mathematics and teaching, Sambit achieved a fair amount of success during his 2.5-year tenure at FIITJEE as a faculty for IIT JEE. Many of his student's qualified for admissions into IITs and top NITs. He had conducted various orientation programs in schools for IIT-JEE. He was among the top 0.5% in AIEEE 2011. During PGDBA, he worked in a broad domain of projects like social network analysis, loan foreclosure propensity, time series forecasting using deep learning. He was the runner's up in the Yes Bank data science competition. He is a movie buff and a cricket enthusiast.



Sambit Kumar Behura



Saurabh Dubey

**Education:** Mechanical Engineering, Delhi Technological University  
**Past Employers:** Greenway Grameen Infratech Pvt. Ltd.  
**Overall Experience:** 22 Months

Securing a position in the merit list of the coveted MSQE program at ISI-Delhi and being a recipient of the ISI merit-based scholarship for excellent academic performance, Saurabh has always displayed a keen interest towards mathematics and allied subjects. He was the captain of the college Baja (motorsports) team and helped secure 4th position in the design event at BSI-2015. During his stint as a Design Engineer at Greenway Grameen, a TIME magazine awardee start-up, he worked on developing low-emission cookstoves for the rural market. At PGDBA, he has worked on Time-series forecasting using state-space-models, social role detection, and analysing causal impacts using Bayesian methods.

**Education:** Electronics and Communication Engineering, IIT (ISM) Dhanbad  
**Past Employers:** Oracle Financial Services Software Ltd.  
**Overall Experience:** 34 Months

Shilpi worked as an Associate Consultant in the IT sector, where she worked on automation of build & release activities. Her expertise in various domains in the company has promoted her to direct client interaction project. Driven by an analytical mindset, she worked on projects involving NLP, Deep Learning, Recommendation System and Time Series Forecasting during her PGDBA curriculum. She has won many sports in her school days and organised and co-ordinated various events in college along with securing first/second position in cultural competitions.



Shilpi Jaiswal



Soumik Mukherjee

**Education:** Electrical Engineering, Jadavpur University  
**Past Employers:** ZS Associates India Pvt Ltd  
**Overall Experience:** 11 Months

Passion for competitions has led Soumik from winning the Limca Book of World Records inter-school quiz to securing top positions in Analytics Vidhya, Edelweiss and IIM Bangalore hackathons. In ZS, he leveraged patient-level data to support marketing analytics for the highest selling pharmaceutical drug in the world. He has worked on projects in NLP, stock trading optimization and time series. He takes an interest in International politics having an award in inter-college MUN and works for PGDBA's public relations team.



Sourav Meena

**Education:** Electrical and Electronics Engineering , GGSIPU, Guru Gobind Singh Indraprastha University, New Delhi

While interning at the Business Development department of UrbanClap (Gurgaon) and Electrical department of DMRC (New Delhi), Sourav got fascinated with the world of data science and how it could help UrbanClap and DMRC in improving customer experience. He is one of the few freshers to clear PGDBA entrance. He has worked on projects involving Credit Risk Modelling, Deep Learning, Retail Forecast and, Recommender systems during PGDBA. He has been a sports enthusiast since his school days and is a part of the IIM Calcutta PGDBA cricket team. Apart from it, he is also Public Relation Coordinator of PGDBA.

**Education:** Civil Engineering, IIT Madras  
**Past Employers:** Uber India  
**Overall Experience:** 3 Months

Projects and course work in data analytics during undergraduate studies has inspired Sowrya to pursue a career in Data Science. In short time he secured top positions, invitations to conferences and cash prizes in several national-level data science competitions. He worked on time series analysis, recommender systems and natural language processing projects during PGDBA program. In the long run, his vision is to solve problems in society using analytics. Sowrya likes to follow politics and enjoys playing cricket and table-tennis.



Sowrya Regana





Srinjoy Ray

**Education:** Bachelor in Instrumentation & Electronics Engineering, Jadavpur University  
**Past Employer:** Oracle Financial Services Software Limited  
**Total Experience:** 33 Months

Srinjoy has worked extensively with SQL and has experience with financial analytics, having been a part of a project on fraud detection and prevention. He has provided automation solutions using SQL and Unix shell scripting. In the course of PGDBA, he has worked on multiple data science projects involving image classification and NLP. Srinjoy is a recipient of the prestigious NTSE scholarship (awarded by NCERT). He is also an avid reader and loves to cook during his free time.

**Education:** Electrical and Electronics Engineering, NIT Surathkal  
**Past Employers:** Tesco  
**Overall Experience:** 59 Months

Before joining PGDBA, Srustijit worked as a software developer for Tesco, a British multinational retailer, where he was involved with multiple teams such as Mobile Apps, Customer Clubcards and Finance. He has a rich experience in SQL and building .NET APIs. During PGDBA, Srustijit has taken part in various hackathons in BFSI, FMCG domains and secured top ranks in the leaderboard. He was actively involved with TRISA; an NGO dedicated to spreading awareness about girls' education. Srustijit is passionate about football and an avid supporter of FC Barcelona. He enjoys travelling as well.



Srustijit Sahoo

**Education:** Mechanical Engineering , IIT Kanpur  
**Past Employers:** Reliance Industries Ltd.  
**Overall Experience:** 34 Months

During his Master's, Suhas worked on images under deformation captured in Scanning Electron Microscope(SEM) where he used different image processing techniques. He has worked in the Oil and Gas industry as Manager. He received a certificate of appreciation from President for his excellent management of ethylene tower project in 2017 shutdown. Now he works on a variety of problems involving deep learning in NLP, images and recommender system. Suhas is also a sports enthusiast and has represented RIL-NMD in cricket as well as a football team.



Suhas Vilas Powar



Suryawansh Kumar

**Education:** Electrical Engineering, NIT Durgapur  
**Past Employers:** Trident India Ltd.  
**Overall Experience:** 46 Months

Suryawansh has received a merit scholarship from HRDC Jharkhand and worked with CPCB, PPCB, MOEF-CC and CGWA for sustainable industrial solutions and has vast experience in operation of ETP, STP, MEE & RO and also worked on Capex Finalisation & installation and commissioning of Zero Liquid Discharge projects. During his undergraduate, he has also presented a research manuscript on Piezoelectric Voltage Regulator for Home Appliances in the IEEE ICARET -2013. During PGDBA, he has worked on various projects involving Financial Time Series and Natural Language Processing. He is a silver level alpha builder at WorldQuant and coordinator of Public Relation Team for PGDBA.

**Education:** Electrical Engineering, NIT Rourkela  
**Past Employers:** Math Dunia  
**Overall Experience:** 32.5 Months

Passionate about teaching and its influence on students, Chaitanya joined Aakash Educational Institute, mentoring over 500 students within a year. Recognizing the impact technology can create in education, he moved to MathDunia, an online learning platform. Within 8 months of joining the organization, he was promoted to Team Lead responsible for entirely managing its content generation. He has worked on various data science projects securing top positions in competitions like SBI Predict and Edelweiss hackathon. He undertook multiple projects involving sentiment analysis, recommendation engine. His hobbies include playing chess and has recently won the championship at Viniculum'19.



Vadigi Chaitanya



Vanya Sinha

**Education:** Information Systems, BITS Pilani  
**Past Employers:** Oracle India Pvt. Ltd.  
**Overall Experience:** 35 Months

A two-time awardee of the Certificate of Merit in Mathematics by CBSE and having won several scholarly accolades, Vanya has consistently excelled in academics. She developed an inclination towards ML at BITS Pilani through multiple electives as well as projects in ANN and NLP. She headed the Department of Photography which operated on a photography-based revenue model. At Oracle Service Cloud as an end-to-end web developer, she designed and enhanced features of products like web communities and chat assistance. During PGDBA, apart from coursework and competitions, Vanya has enjoyed working on projects in areas like complex networks, text analytics, and deep learning.



Vidyadhar Mudium

**Education:** Mechanical Engineering, IIT Madras  
**Past Employers:** OLA Cabs  
**Overall Experience:** 12 Months

Vidyadhar, a recipient of merit-based scholarship for excellent academic performance at ISI Kolkata is also a Placement Representative of current PGDBA batch. He worked on Artificial Neural Network driven Optimization using Genetic Algorithm for his Master's thesis, which served as the motivation to pursue Data Science. After graduating from IIT Madras, he joined Ola Cabs, where he worked on building the operating model, designing the cost structure and supply strategy for the launch of a new business category. He is currently working on various projects in the domain of recommendation systems, deep learning, time series forecasting, advanced regression techniques, NLP.

**Education:** Mechanical Engineering, R.V. College of Engineering  
**Past Employers:** Applied Materials India Pvt. Ltd.  
**Overall Experience:** 35 Months

Vignesh, a Placements Representative of the current PGDBA batch, loves solving challenging problems. During his under graduation, he filed a patent, co-authored a paper on a new interpolation technique and was also part of the team that won the NASA systems engineering award. After his graduation, he started working as a Data Analyst for the FabVantage consulting division at Applied Materials. His excellent performance at Applied Materials fetched him the prestigious Presidents Quality Award and the A3 award. Additionally, he was the VP Membership of the AMIND Toastmasters club and also earned the Competent Communicator and the Competent Leader certificates.



Vignesh Pai B H





Vikas Rai

**Education:** Mechanical Engineering, IIT(ISM) Dhanbad

**Past Employers:** Tata Motors Ltd.

**Overall Experience:** 46 Months

Vikas's academic journey has been brilliant amply demonstrated by recognitions like 0.1% merit certificate for Science & Technology in 2007 also securing podium finishes at several prestigious national hackathons. He has worked as Senior Manager at Tata Motors Ltd. He was primarily responsible for Design Management of the highest-selling tipper model of Tata Motors in line with business requirements managing all necessary stakeholders. During PGDBA he has worked on projects involving Natural Language Processing, Time Series Forecasting and Loan Foreclosure Propensity. A thorough team player he held the position of Joint Secretary at IIT(ISM) Dhanbad.

## Internship Process

The six month internship process as well as the final placements will be arranged at IIM Calcutta campus. The companies interested in participating need to contact PGDBA placements team (pgdbaplacements@iimcal.ac.in) and submit relevant documents for same. The final interviews for the internship process are conducted between 22nd and 28th August. Summarizing the internship process and timeline.



Each student will be assigned a mentor from the institute who would act as an interface to gather feedback of the student's performance from the company and conduct mid-term as well as end-term reviews. PPOs can be offered to students with exceptional performance up till the mid term review. In case the student accepts the PPO, he/she student will be considered opted out of the final placement process. PPO accepting students can join the organization after the completion of internship duration.

### Grade Non - Disclosure

PGDBA students have been admitted through a rigorous selection process involving evaluation of each applicant's abilities through written tests and interviews.

Successful completion of the PGDBA programme at the three institutes - ISI Kolkata, IIT Kharagpur and IIM Calcutta signifies each participant's technical expertise, statistical knowledge as well as management potential. The school treats its students' grades as confidential information and therefore has adopted a policy of grade non-disclosure.

The Placement Committee reserves the right to amend the rules/guideline stated above and will inform the companies of any changes accordingly.

## Final PLACEMENTS

The Final placements will be conducted starting from 12 th February to 13 th February. The PPT sessions for the final placements can be conducted during October 19 - January 20 at IIM Calcutta. Any on-campus activity which is not a part of regular academic curriculum is defined as an interaction. All such campus interactions must be scheduled through PGDBA Placement team.

Recruiters will be required to communicate the offer details before the process to the PGDBA placement team through filling the Internship/Job notification form(INF/JNF) which will help the students to understand the role requirements and make sound decisions. This information will be disclosed to the students from the placement team at an appropriate time and further used in the slotting process.

A snapshot of the final placements is given in the chart





## Highlights of PGDBA 4th Batch Internship Process

Students of the premier batch of PGDBA (Post Graduate Diploma in Business Analytics), underwent an extremely successful internship placement process with a very positive response from the industry. Reflecting the needs of the industry, the course, with its diverse student profiles, unique course structure and stellar performances by the students in the world of data science saw companies from diverse fields coming to the campus to hire for a variety of roles, which included Consultants, Statistics Analyst, Data Scientist, Business Analysts, Risk Analysts, Data Science Consultants, Assistant Managers, Product Managers, Business Consultants, Business Intelligence Engineers, etc.

The course which aims to produce a cadre of 21st-century tech-savvy data-driven managers saw behemoths from Fortune 500 companies such as Amazon, JP Morgan Chase, American Express and Mastercard visiting for hiring. The mix of companies included start-ups, private equity firms, consulting giants, and banking firms. Some of our prominent recruiters were Mondelez, McKinsey, Viacom, Estee, DE Shaw, etc. The students were offered a diverse range of analytics roles in healthcare, supply chain, consulting, and BFSI. As a result, the course achieved the incredible feat of successfully placing all the students on Day 0. For a course that is still in its nascent stages, the internship placements go to show that the course has a bright future and that Analytics is the next big thing.

A brief display of statistics for the first batch is as follows:

	Domestic only	International included
Average Stipend*	1,33,193	77,368
Highest offer made	1,72,000	255,500
Median offer made	1,25,000	75,000
Average of top 50%ile	1,47,655	100,367.2
Median of top 50%ile	1,50,000	87,636

\*Stipend not taking into account the value of benefits such as accommodation, travel etc.

Within the first year, PGDBA has established relations with some of the prominent industries and will continue to further deepen the bonds built in the future. A snapshot of the firms associated with PGDBA is as under.



## Why PGDBA is unique?



The amalgamation of business, statistics and computer science enables a PGDBA participant to rise as a unique professional. Such a professional is capable of solving open-ended business problems using a data-driven approach. The value addition they offer is immense and highly credible because data doesn't and relying on data is the intrinsic attribute of any PGDBA participant. The ability of storytelling makes them apt in conveying the related technicalities to the underlying data-analysis procedure. The ability to handle Big-Data makes them unique from typical business analysts and statisticians which empower the business to be able to handle a huge amount of available data. They are infused with the right amount of technical skills which allows them to leverage structured and unstructured data to extract insightful information. The mathematical understanding and the potential to model a business problem into rigorous mathematical problems are the unique qualities to be found in these participants. It makes the circle complete starting from defining problem statement for an open-ended business problem, solving in a scientific data-driven way to

expressing the story to business executives in the language of business. Thus, a PGDBA participant stands out simultaneously in a group of technologists in terms of business and mathematical knowledge, also in a group of business professionals in terms of technology and statistics. The blend of business, statistics and technology enables a PGDBA student to rise as a unique professional who is capable of solving open-ended business problems using data-driven approach. They can handle an entire analytics project right from defining the business problem to mining the data, exploring the data and applying various machine learning methods for interpreting those results. They are also adept at understanding the business impacts of these results and at conveying these impacts on the relevant stakeholders with their strong communication skills. Thus, a PGDBA student is well-rounded in all aspects of problem-solving and stands out simultaneously in a group of technologists in terms of business and mathematical knowledge, as well as in a group of business professionals in terms of their knowledge of technology and statistics.



## Contact Details

### Career Development and Placement Committee

Prof. Abhishek Goel  
Chairperson - CDPO  
+91 33 7121 5500 (D) / +91 33 7121 2040  
chairperson.placement@iimcal.ac.in / agoel@iimcal.ac.in

### Career Development and Placement Office

Biswajeet Malakar  
Assistant Manager - Placements  
+ 91 8902462746  
bmalakar@iimcal.ac.in

### Placement Representatives

Adarsh Kumar  
+91 9677910351  
pgdbaplacements@iimcal.ac.in

Mudium Vidyadhar  
+91 9952044531  
pgdbaplacements@iimcal.ac.in

Vignesh Pai  
+91 8951517137  
pgdbaplacements@iimcal.ac.in

### 2nd Year Placement Representatives

Sakshi Nagori  
+91 8949571060  
pgdbaplacements@iimcal.ac.in

Shubham Sureka  
+91 8002282059  
pgdbaplacements@iimcal.ac.in

Subhasis Panda  
+91 7506134385  
pgdbaplacements@iimcal.ac.in

## Places to Stay

### Hyatt Regency, Kolkata

JA-1 Sector III, Salt Lake City  
Kolkata, India 700 098  
T. +91 33 2335 1234  
F. +91 33 2335 1234  
E. kolkata.regency@hyatt.com



### ITC Sonar, Kolkata

JBS Haldane Avenue  
(Opp Science City)  
Kolkata 700 046, India  
T. +91 33 23454545  
F. +91 33 23454545  
E. reservations.itcsonar@itshotels.in



### Oberoi Grand, Kolkata

15, Jawaharlal Nehru Road,  
Chowringhee  
Kolkata (Calcutta), India  
T. +91 33 2249 2233 / 2249 1217  
F. +91 11 2389 0500  
E. reservations@oberoigroup.com

### Taj Bengal, Kolkata

34B, Belvedere Road  
Alipore - 700 027  
Kolkata (Calcutta), India  
T. +91 33 66123939 / 2223 3939  
F. +91 332 2231766 / 8805  
E. bengal.calcutta@tajhotels.com



### The Park, Kolkata

17 Park Street  
Kolkata 700 016  
T. +91 33 2249 9000  
F. +91 33 2249 400  
E. resv.cal@theparkhotels.com