IIM LUCKNOW | **CMEE**
Centre for Marketing
in Emerging Economies

Presents

2-Dayworkshop

on

Unstructured Data Extraction, Analysis and Sense-Making in the Digital Environment

KEY HIGHLIGHTS

Theoretical background for machine learning • Data Types in the Digital Environment • Obtaining Structured and Unstructured Data • Deriving Insights from Unstructured and Structured Data • Data, Analysis and Insights in practice in sectors such as FMCG, BFSI, Healthcare, Telecom, Media, Oil & Gas, Automobile etc. • Capturing voter insights in the digital environment • Special Plenary Session on Capturing Consumer Insights through Unstructured Data: Challenges & Opportunities

Hands on exercises on Python, Jupyter notebooks, R, Diction, Crawly, Tableau and more

Date: 05th - 06th June 2020

Venue: IIM Lucknow-Noida Campus

B-1, Sector-62, Institutional Area, Noida-201307, Uttar Pradesh, India

Meet the Speakers

Prof. Moutusy Maity
Professor-Marketing,
Member-CMEE BoG
IIM Lucknow

Prof. Satyabhusan Dash
Professor-Marketing,
Chair-CMEE
IIM Lucknow

Dr Manoj Dash
Assistant Professor,
ABV-IIITM Gwalior

Amit Srivastava
Chief Technology Officer
& Engineering Head,
Constems AI

Pavan Gurazada
Chief Data Scientist and
Product Management Head
Constems AI

Rasagy Sharma
Principal Designer at
Gramener, Data Artist,
Sketchnoter

Avinash Jain
Research Scholar,
IIM Lucknow

Amit Gupta
Principal-Unified Delivery
Data and Services
Master Card

Arindam Som
Consumer & Business
Insights Director
GSK Consumer Healthcare

Dr. Rajesh Natarajan V.
Head of Data Sciences
TNeGA, IT Dept.,
Govt. of Tamil Nadu

Prassanna Raghava
Vertical Head,
Innovation Studio
Zee Entertainment -
Enterprises Ltd.

Raktim Das
Executive Cluster Head of
Innovation Studio, ZEEL

More leading industry session speakers to be announced soon...

About the workshop

In the rapidly changing world of business, brought about by the fast pace of information and communication technology (ICT), it is imperative for marketers to obtain an enhanced understanding of the types of data that are available to analyze and draw insights from. To this end, today's manager needs to be well-versed with emerging techniques of capturing and analyzing data obtained from the digital environment. Our workshop is an attempt towards arming marketing managers with the necessary understanding and skills that will allow them to integrate the findings obtained from the digital environment into their existing strategic frameworks. Undoubtedly, such an effort is likely to complement existing methods of data analysis and contribute towards obtaining deeper consumer insights.

DAY 1: 05th June, 2020

09:00 – 09:30: Inauguration

09:30 - 11:00 am
Theoretical Background of Machine Learning
Speaker(s): Prof Moutusy Maity, Pavan Gurazada & Amit Srivastava
After a quick recap of the hypothesis testing approach, the mathematical foundations of traditional quantitative marketing research will be contrasted with the state-of- the-art in machine learning.
Data Types in the Digital Environment: An overview of the nature of unstructured data and how this is different from structured data will be presented. Using several real-life case studies, the constituent parts of real-world deep learning solutions will be explained

11:00 am – 11:15 pm: Tea Break

11:15 – 12:45 pm
Obtaining Structured & Unstructured Data
Speaker: Pavan Gurazada
This session will present an over view of how large amounts of data can be collected from websites (including social networking websites). We will begin with an overview of what APIs are, what their intended usage is and how one canuse them to collect publicly available data. We introduce cloud computing tools (e.g.,GCP/AWS) and walk through areal-life implementation of the entire process. ****Hands on exercises on collecting data using Python**

12:45 – 01:30 pm: Group Photograph & Lunch

01:30 – 03:00 pm
Machine Learning for Unstructured Data
Speaker: Prof Moutusy Maity, Pavan Gurazada, Amit Srivastava
We introduce the core concepts of machine learning – model design, error minimization and model generalization. Then, we present an overview of the deep learning landscape and show why this approach has exploded in popularity over the last five years. Following this, we provide a basic understanding of the mathematical foundations of deep learning. We walk through a couple of real-life full- length examples – one focused on analyzing images and another on analyzing text. ****Hands on exercises on machine learning using Python**

03:00 pm – 03:15 pm: Tea Break

03:15 pm – 04:15 pm
Data Analysis and Insights in Practice in the Banking, Financial Services & Insurance (BFSI sector)
Leading analytics agency representatives will demonstrate the data extraction, analysis and sense making in practice. Leading industry practitioners will provide an overview on usage of the insights for organizational decision making

04:15 – 05:30
The power of Data Storytelling: How to find insights & narrate them as stories
Speaker: Anand Madhav, Senior Manager, Data Sciences, Gramener
In this session, we'll explore how to communicate your data analysis to make the biggest impact. We'll focus on harvesting insights from analysis, explore how to form a narrative around it, and discover ways to visualize & communicate this to different kinds of audiences

09:00 - 10:30 am
Unstructured Data Extraction, Analysis and Sense-Making in the Digital Environment using Tableau
Speaker: Dr Manoj Dash, ABV-IITM Gwalior
In this session, extraction of data will be done through 'Crawly', which is an open source data extraction software. The software uses machine-learning algorithms for data mining tasks. It is user friendly and no coding is required for data extraction. Crawly provides automatic service that scrapes a website and turns into structured data in the form of JSON or CSV. Data visualization through TABLEAU software will be demonstrated. Tableau is one of the fastest evolving Business Intelligence(BI) and data visualization tool. Tableau allows for instantaneous insight by transforming data into visually appealing, interactive visualizations called dashboards. ****Hands on exercise by using software Crawly and Tableau**

10:30 – 10:45 am: Tea Break

10:45 – 11:30 am
Data Analysis and Insights in Practice in Media & Entertainment Sector
Speaker: Prasanna Raghava & Raktim Das, Zee Entertainment Enterprise Ltd. (ZEEL)
Leading representatives will demons rate live cases in the data extraction, analysis and sense making in practice in media & entertainment sector and will provide an overview on capturing consumer insights for decision making

11:30 – 01:00 pm
Unstructured Data Extraction, Analysis and Sense-Making in the Digital Environment: Live case studies at GSK Consumer Healthcare
Speaker: Arindam Som, Vittesh Kalambi & Hitesh Arora; GSK Consumer Healthcare

New brand performance system which runs on search, social, survey & social listening, how to get to triggers & barriers at a macro level, through LIME, machine learning enabled hierarchical method, new product development cues thru an AI enabled analysis of current usage of products, understand the potential for a new brand in ecommerce through a consumer digital navigation approach

01:00 pm – 02:00 pm Lunch

02:00 – 03:15 pm
Data extraction, analysis, sense making of Voter behavior
Speaker: Prof. Satyabhusan Dash & Avinash Jain, IIM Lucknow
Political parties have been leveraging unstructured data from social media to understand voter preference and behavior. Data extraction from social media platforms helps parties understand the concerns, issues and emotions voters have towards their party. This session will demonstrate through hands on Exercise on how unstructured voter behavior data can be extracted, processed, analyzed and presented through 'R' and 'Diction'. Advanced Text analysis and Topic Modelling Using Latent Dirichlet Allocation (LDA) will be used to analyze data.
**Handson exercise on Data Extraction, analysis and visualization by 'R'' Diction'

03:15 pm – 03:30 pm: Tea Break

03:30 pm – 04:15 pm
Data Analysis and Insights in Practice – A government's perspective
Speaker: Dr. Rajesh V. Natarajan, Govt. of Tamil Nadu
All citizens interact with the Government, in one form or the other, throughout their lives. These interactions generate data, which have hidden insights. These insights can be exploited to improve governance – aiding policy decisions through data-driven governance. In this session, the focus will be on the various initiatives that government has embarked on, to bring the benefits of emerging technologies like data science, AI and Machine Learning to the common man, while ensuring efficiency and efficacy of service delivery. While detailing the data collected, analysis methods employed and insightsobtained on the different data-initiatives, we will also briefly touch upon the various challenges technical and non-technical, that need to be overcome to ensure data-driven governance.

04:15 – 05:30 pm
Special Plenary Session on: 'Unstructured Data Extraction, Analysis and Sense-Making in the Digital Environment: Challenges & Opportunities'
Leading Academicians/Industry Professionals/Research &Analytics agencypractitioners will discuss challenges and opportunities of capturing consumer insights through unstructured data

*Softwares: The following softwares are needed to be downloaded and installed by the participants on their laptop

Anaconda Python distribution: https://www.anaconda.com/distribution/
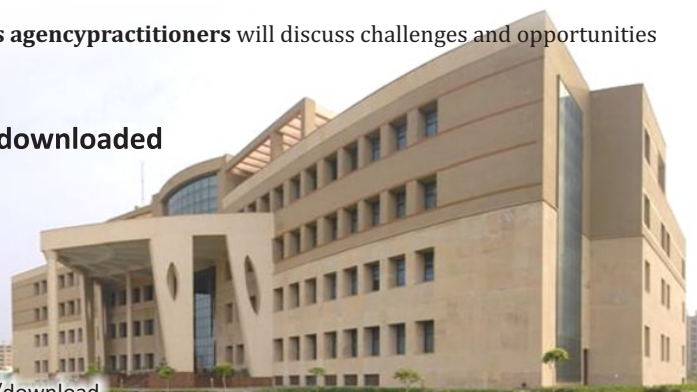
Tensorflow: https://www.tensorflow.org/install/

R: https://cran.r-project.org/bin/windows/base/

R studio: https://rstudio.com/products/rstudio/download/#download

Diction: https://www.dictionsoftware.com/

Tableau: (14-day trial): https://www.tableau.com/en-in/products/desktop/download

Crawly (online): http://crawly.diffbot.com/

Who Should Attend

* Industry professionals working in the domain(s) such as consumer insights, marketing research, data analytics, customer experience, big data, social media, data science, machine learning, data visualization, business intelligence, brand management, product development & innovation, UX/UI design & development, independent research & consulting, entrepreneurs who are buyers of marketing research,

*Academicians, Research & Doctoral Scholars

FEE

Registration Fee: Rs. 15,000/- + 18% GST	
DISCOUNT CATEGORIES	**DISCOUNT**
CMEE Members	15%
MRSI Members	10%
Student Discount (Post-Graduate, Ph.D.)	25%
Group Discount (two or more people from the same organization)	10%
IIM Alumni Discount	10%
Last date of Registration: 02nd June, 2020	
Kindly note: Participant can avail only any one category of discount.	
MODE OF PAYMENT	
1.) DEMAND DRAFT	
In favor of: 'Indian Institute of Management Lucknow- Noida Campus', payable at Noida DD needs to be sent to: 2303, CMEE Office, Indian Institute of Management Lucknow- Noida Campus, B-1, Sector - 62, Institutional Area, Noida-201307, (U.P), India The scanned copy of the DD can be sent to email: **cmee@iiml.ac.in** and the original DD can be provided by the participant upon their arrival.	
OR	
2.) ONLINE PAYMENT# click below link on your browser https://easypay.axisbank.co.in/easyPay/makePayment?mid=MzI3NDg%3D	
Additional Early Bird Discount: 10% (Till 05th May, 2020)	

REGISTRATION

Registration Form can be downloaded from the CMEE website. The duly filled-in form should be sent to **cmee@iiml.ac.in**

ACCOMMODATION

Limited rooms are available at the campus. For availing accommodation, please write to CMEE Office at **cmee@iiml.ac.in** Once you receive confirmation, you may please make the payment through Demand Draft in favour of 'IIM Lucknow-Noida campus' payable at Noida. The room shall be reserved once you share the soft copy. The original shall be sent to CMEE office or presented at the time of your arrival

Room Charges (Per Room, Per Day)	Rate
Executive Centre (Single Occupancy)	Rs. 850/-
Executive Centre (On a twin-sharing basis)	Rs. 950/-

PARTICIPANT FEEDBACK

Well structured, well constructed course for a two day program. Brought the experts from academia across the world, stalwarts of subject were here. Exceptional was industry case studies, relevant & recent good amalgamation.

Ms. Sanjam Sidana,
Head – Customer Analytics Experience – BD Rooftop,
Tata Power Solar Systems Ltd.

" I enjoyed attending the workhsop. It was indeed a good learning experience for me. The inputs shared by all the speakers has helped me a lot!"

Ms. Varuna Newatiya
Ph.D Scholar-IIT Madras

" Emphasized on practical learning. Very good introduction to qualitative analysis & Netnography. The workshop was well organized. I look forward to another such valuable workshop in future.

Mr. Sharad Gupta
Associate Professor
Delhi School of Business

" It was a delight to see learned speakers and participants from leading industry. I could understand as to how we can use SNA & TEXT mining to understand our customers

Mr. Arun Kumar Mokrala
Asst. General Manager
SBI Mumbai

" I have been attending all the workshops of CMEE! This workshop specially was a delight. The workshop was nicely designed and was organised very well. I personally learnt a lot!

Dr. Harmeen Soch
Faculty
PTU

" It was very good experience for me to attend workshop at IIML, Noida campus. All the marketing research topics was well covered and sessions taken by well renowned and excellent faculties was an icing on the cake!"

Dr. Vinod Kumar
Faculty,
IMT Nagpur

" The workshop proved to be a boon for me. Practical Issue were discussed . Very good combination of speakers and subjects. It was entirely for intellectual crowd. I am looking forward to attend many more workshops organized by CMEE! "

Mr. Ankur Aggarwal
KEN RESEARCH

" I had attended CMEE Conference 2014, got to know a lot about the theme " Listening Consumers in Emerging Markets" met speakers from across the globe on one platform. I can only say that the conference was worth every penny. I wish to attend Conference 2017 too. "

Dr. Abhishek Mishra
Asstt. Professor
IIM Indore

CELEBRATING X YEARS of

CMEE — Centre for Marketing in Emerging Economies

IIM LUCKNOW

CONTINUOUS EDUCATION

WORKSHOPS

654 PARTICIPANTS

502 INDUSTRY

152 ACADEMIA

19 WORKSHOPS 2012–2020

Academia | Industry

Jan, 2014	Metaphor analysis and Ethnography Research
Apr, 2014	Leveraging Power of Qualitative Marketing Research for Achieving Marketing Intelligence (Noida & Mumbai)
Feb, 2015	Leveraging Power of Semiotics for Achieving Marketing Excellence (Noida & Mumbai)
April & May 2015	Leveraging Power of Data Driven Marketing for Achieving Marketing Excellence (Noida & Mumbai)
May, 2015	Power of Semiotics for Impactful Market Research (Noida & Mumbai)
Nov, 2015	Understanding Consumers in Digital Era
Nov, 2015	Teaching Marketing Research
Apr, 2016	Data Visualization: Methods & Tools (Noida & Mumbai)
Jan, 2017	Case Study Writing & Development
Jan 2019	Workshop on Practicing & Teaching Marketing Research
Nov 2019	Workshop on Teaching & Practicing Marketing Research
Feb 2020	Workshop on Conducting & Publishing High-Quality Research in Empirical Modeling for Marketing Strategy (in association with Academy of Indian Marketing)

RESEARCH & PUBLICATION

6 RESEARCH HANDBOOKS

2012-13	Bibliography of Research articles in Emerging Economies (1987-2011)
2013-14	Decoding Lucknow: Yesterday and Today: An Interesting Story
2014-15	Lucknow: Food and Beverage Preferences of Lucknowites
2015-16	A Field Report on Prospects of Coir Products in Uttar Pradesh
2016-17	Bibliography of Research articles in Emerging Economies(1991-2016)
2017-18	Affordable healthcare Delivery Models BookletFIELD REPORTS
2018-19	A field report on impact of CSR on brand equity
2019-20	Digital Healthcare

3 CONFERENCE PROCEEDINGS

○ 2012-13   ○ 2013-14   ○ 2016-17

RESEARCH PAPERS
Presented in CMEE Conferences & Published in Internationally Acclaimed Journals

■ Regular/Special Issue

■ Internationally Acclaimed Referred Journals

- Psychology and Marketing
- Journal of Product and Brand Management
- Journal of Consumer Marketing
- Marketing Intelligence and Planning
- International Journal of Market research
- Metamorphosis
- Journal of Indian Business Research

NETWORKING

CMEE 143743 WEBSITE REACH

79 COUNTRIES

332 CITIES

100+ INDIAN CITIES
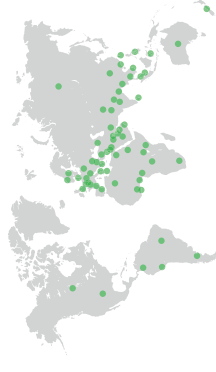
3 CONFERENCES

2012	Shaping the future of research in marketing in emerging economies: Looking Ahead
2014	Listening Consumers in Emerging Markets
2017	Reaching Consumers of Emerging Markets

150 SPEAKERS

540 PARTICIPANTS

75 INDUSTRY

465 ACADEMIA

○ 2012 PARTICIPANTS   ○ 2014 PARTICIPANTS   ○ 2017 PARTICIPANTS

■ Academia   ■ Industry

GLIMPSES OF CMEE PAST EVENTS

Workshop on Teaching/Practicing Marketing Research held in January & November 2019

Workshops held in 2019-20

CMEE flashback 2011-16 release in 2017
Annual conference of EMCB

Case Study Writing and Development Workshop, Jan 2017

Important plenary sessions in 2017 Annual conference

2017 Annual conference Group Photo

Mr. Naveen Gattu in Data Visualization Workshop, April 2016

Prof. Jery Olson and Mr. Holger E. Metzger in Qualitative Marketing Research workshop, April 2014

Dr. Laura Oswald in Semiotics Workshop, May

Mr. Vinit Goenka in Data Driven Marketing workshop, Apr and May,

Prof. Russell Belk in Understanding consumers in Digital era workshop, Nov 2015

Prof. Naresh Malhotra at the pre-conference Workshop 2014

Prof. Naresh Malhotra in Teaching Marketing Research workshop, Nov 2015

Ms. Lucia Laurent –Neva and Mr. Chris Arning in Semiotic Workshop, Feb 2015

For registrations, kindly contact:
CMEE Office: 0120-6678483 Mob.: 8826280997 email: cmee@iiml.ac.in
Website: www.iimlcmee.org, www.iiml.ac.in