

KKR&KSR Institute of Technology and Sciences Vinjanampadu, Guntur, Andhra Pradesh-522017

Approved by AICTE, New Delhi, and Permanent Affiliation from JNTUK, Kakinada
Accredited with "A" Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

Organized Guest Lecture on Applications of Data Science by Dr. M Ramesh, Professor, Department of IT, RVR & JC college of Engineering On 27/07/2022.

About the Webinar:

Data science is a multidisciplinary field that uses various statistical and computational techniques to extract insights and knowledge from data. The application of data science has been rapidly growing in recent years due to the increasing availability of data and the need to make data-driven decisions in various industries.

One of the most common applications of data science is in business, where it is used to improve customer experience, optimize marketing strategies, and increase operational efficiency. For example, businesses can use data science to analyze customer behavior and preferences, which can help them tailor their marketing campaigns and product offerings.

Data science is also used in healthcare to develop predictive models for disease diagnosis and treatment, as well as in genetics to analyze genetic data and identify potential treatments for genetic diseases. In addition, data science is used in finance to detect fraudulent transactions, predict market trends, and optimize investment portfolios.

About the Chief Guest:

Mr. Dr. M. Ramesh, Professor, Department of Information Technology, RVR & JC College of Engineering(Autonomous), Guntur-522019, Andhra Pradesh.

Presently working as a Professor of the Information Technology Department of RVR & JC College of Engineering. Dedicated professor in teaching and learning practitioner in computer science and engineering and its allied courses. Having gigantic experience in academics, research, and in conducting examinations I have been involved in conducting experiments in different subjects using **Design Thinking** Methodology. Research interests span the areas of Information Security, Image Processing, Machine Learning, Cloud Computing, and pedagogy, and contributed a paper on the **Students Teams Achievements Division**. Dr. Ramesh has published 15 well-researched scholarly papers at National and International journals and conferences, guided 5 Ph. Ds, and 10 M.Tech dissertations. At present, he is guiding 3 Ph.D. scholars and is a

regular mentor for B.Tech. students projects. He acted as chair in various international conferences. He worked as the Head of the Department of MCA, Hindu College, Guntur from 1999-2002. He received the Best Paper award at the international conference CMS 2019: International Conference on Innovative Computing and Management Science (ICMS2019) Hotel MYSTAYSiN Osaka conference center Osaka, Japan, July 19-22, 2019.

1. Objectives of the Event:

Extracting insights and knowledge from data: Data science techniques such as data mining, machine learning, and statistical analysis can be used to extract valuable insights and knowledge from large and complex data sets. These insights can be used to inform decision-making and improve business operations.

Predictive modeling and forecasting: Data science techniques can be used to build predictive models and forecast future trends based on historical data. This can help businesses make more accurate predictions and optimize their operations accordingly.

Personalization: Data science techniques can be used to personalize experiences for individual customers by analyzing their behavior and preferences. This can lead to better customer satisfaction and loyalty.

Optimization: Data science can be used to optimize business operations and processes by identifying areas of improvement and developing more efficient and effective solutions.

Fraud detection and risk management: Data science can be used to identify fraudulent activities and mitigate risks by analyzing patterns in data and detecting anomalies.

2. Venue of the Event:

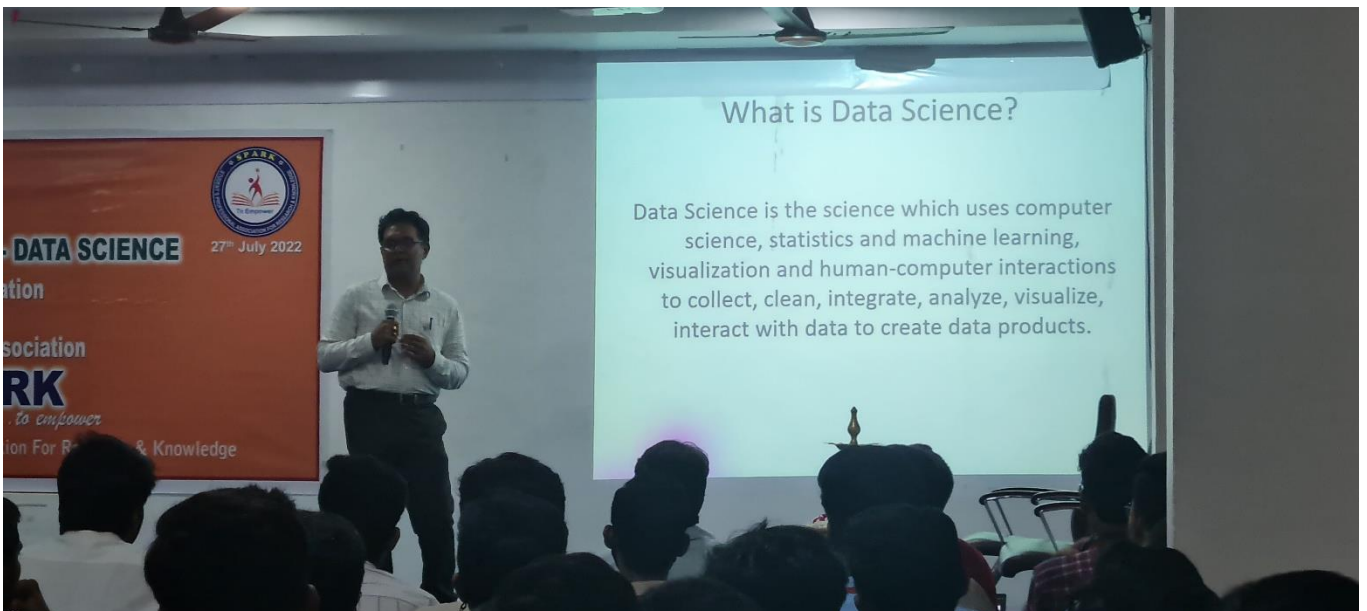
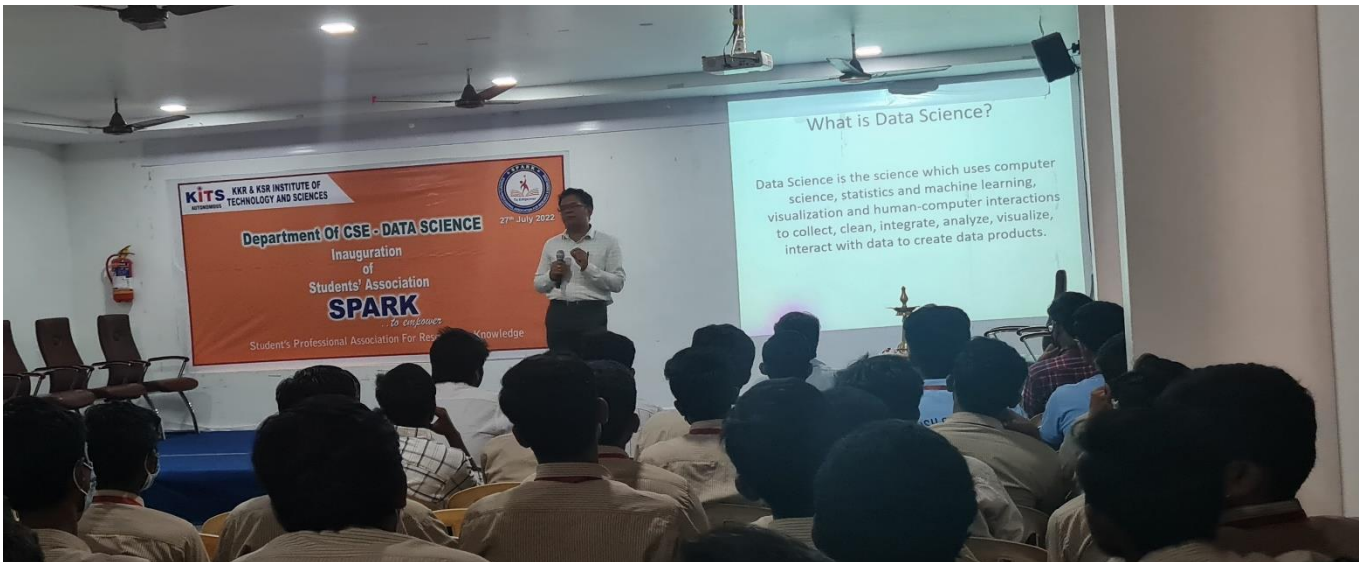
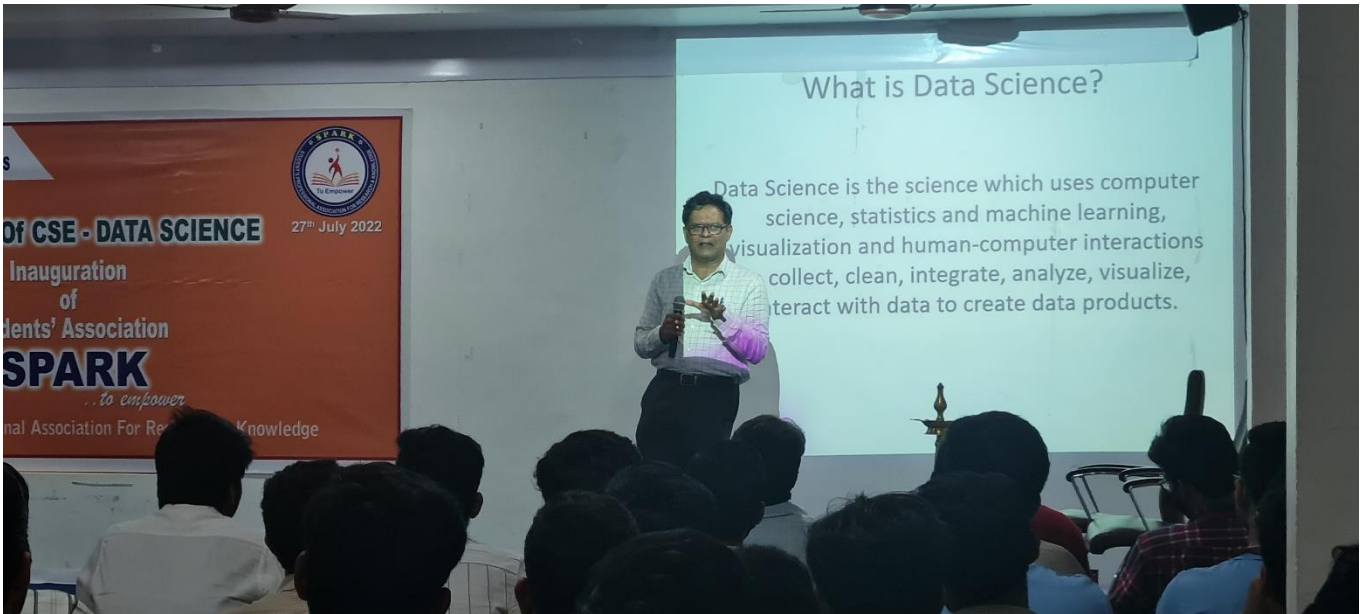
The event is organized in a new Seminar hall and conducted by KKR & KSR Institute of Technology and Sciences, Vinjanampadu, Guntur, Andhra Pradesh in association with SPARK.

3. Date & Time of the Event: The Event is organized on **27th July 2022**

4. No. of students participated: 210

5. No. of faculties participated: 7

6. Event photographs.



 KITS
AUTONOMOUS



Inauguration of Student's Association

SPARK

(Student's professional Association of Research & Knowledge)

&

Guest Lecture

On

Applications of Data Science

Date: 27/07/2022

Resource Person

Dr M Ramesh

Professor

Department of IT

RVR & JC College of Engineering - Guntur

Organized By :

Department Of CSE - DATA SCIENCE

 KITS

**KKR & KSR INSTITUTE OF
TECHNOLOGY AND SCIENCES**

(Approved by AICTE, Affiliated to JNTUK, Kakinada)

Accredited by NAAC with 'A' grade \ Accredited by NBA

VINJANAMPADU, GUNTUR, ANDHRA PRADESH - 522017.

7. Benefits in terms of learning/Skill/Knowledge obtained.

Technical Skills: Learning data science involves developing technical skills in various areas such as statistics, programming, and machine learning. These technical skills are highly in demand in many industries and can lead to better job opportunities.

Problem-solving Skills: Data science requires a deep understanding of the problem domain and the ability to identify and solve complex problems using data. This helps develop strong problem-solving skills, which are valuable in many domains beyond data science.

Critical Thinking: Data science requires critical thinking skills to understand data and the insights that can be derived from it. This helps develop analytical skills, which are valuable in many aspects of life.

Communication Skills: Data scientists must be able to communicate their findings and insights to non-technical stakeholders. This helps develop communication skills, which are essential for success in many industries.

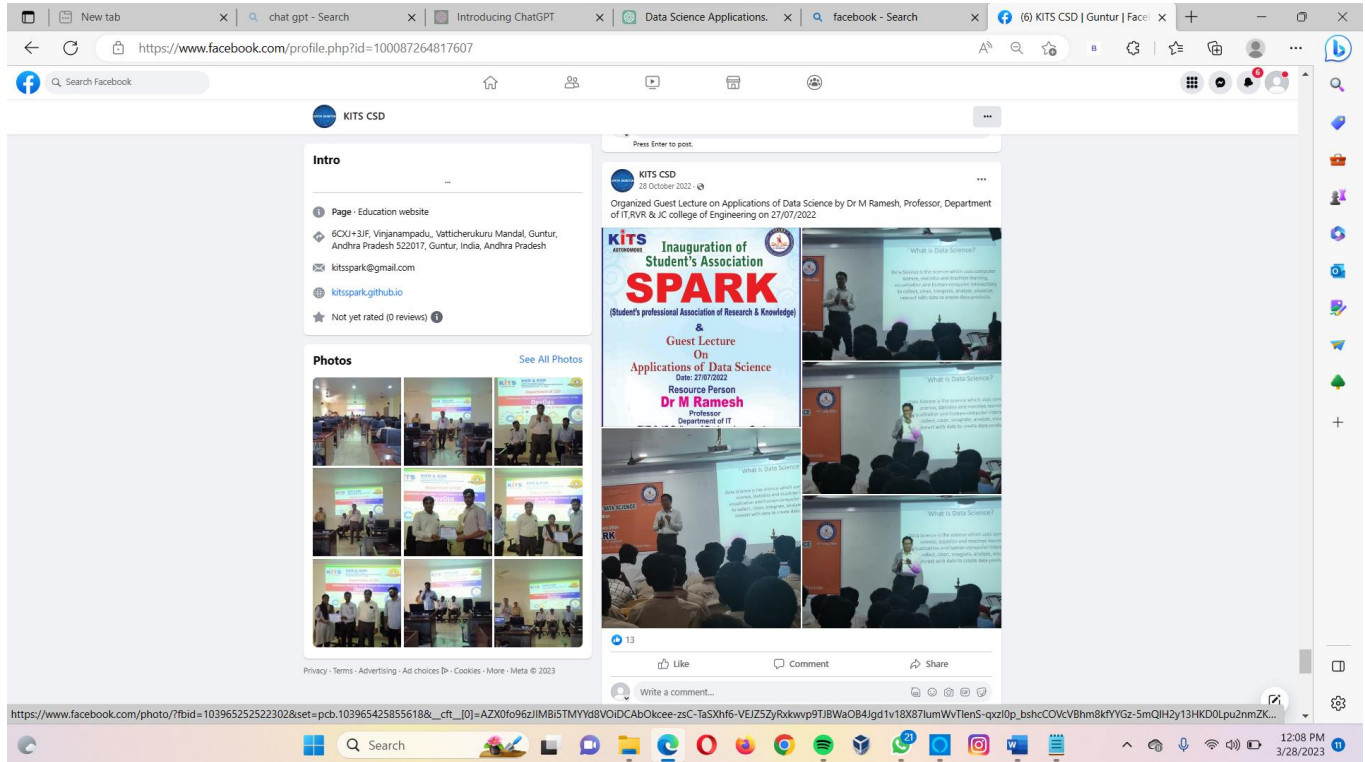
Industry-Specific Knowledge: Working on data science projects in specific industries helps develop domain-specific knowledge, which is valuable in understanding industry trends and challenges.

Lifelong Learning: The field of data science is constantly evolving, and practitioners must continually learn and adapt to new techniques and technologies. This helps develop a mindset of lifelong learning, which is essential in today's rapidly changing job market.

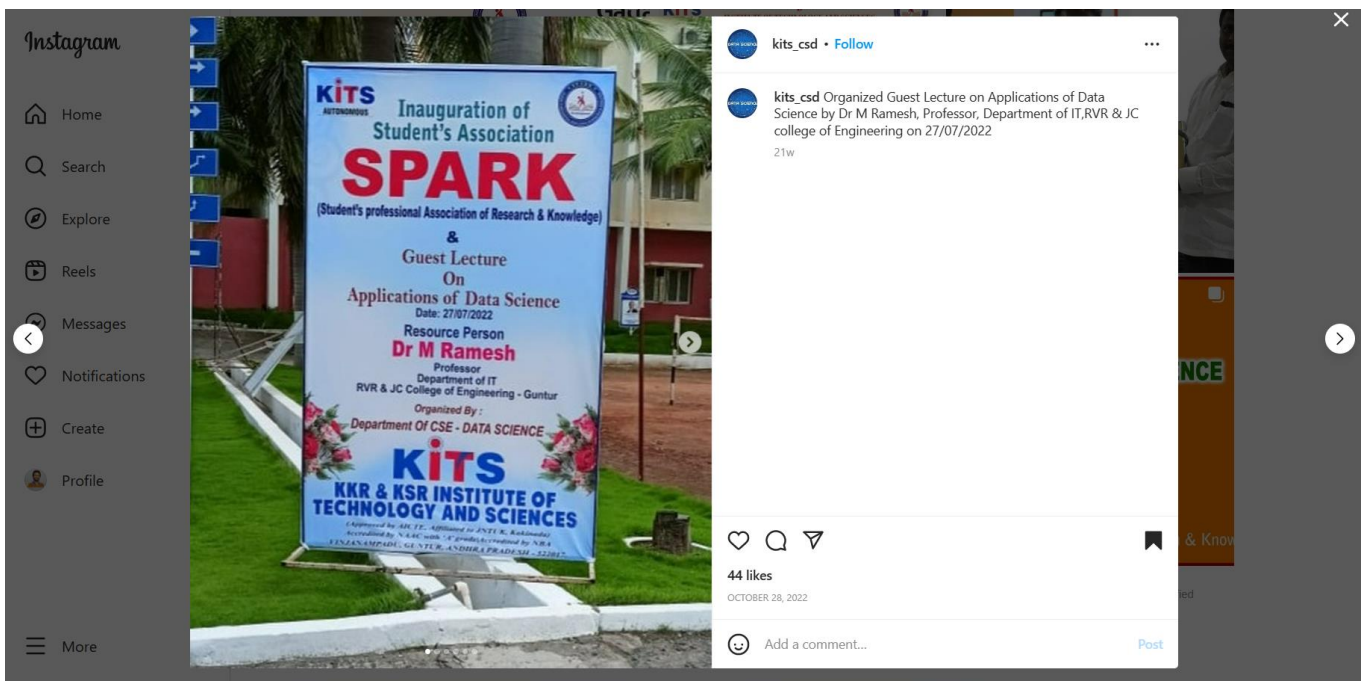
Overall, the application of data science offers numerous benefits in terms of learning, skill development, and knowledge acquisition, which can help individuals improve their career prospects and stay relevant in today's job market.

8. Promotion of the Event on the Social Media Website: (Link and Screenshot):

(6) KITs CSD | Guntur | Facebook



KITs CSD (@kits_csd) • Instagram photos and videos



9. **Expenditure Amount (If any):** Nil

10. **Remarks:** The webinar is organized smoothly with practical orientation.

11. **Experiences and Output of the Session**

Many faculty, research scholars and students from various colleges attended this **Organized Guest Lecture on Applications of Data Science by Dr. M Ramesh, Professor, Department of IT, RVR & JC college of Engineering** On 27/07/2022., conducted by KKR & KSR Institute of Technology and Sciences in association with SPARK.

The following outcomes are achieved with the webinar

Improved Decision Making: Data science can help organizations make better decisions by providing insights and predictions based on data. By using data-driven approaches, organizations can make more informed decisions that are based on evidence rather than intuition.

Increased Efficiency: Data science can help automate tasks and processes, leading to increased efficiency and productivity. By using machine learning and other advanced techniques, organizations can reduce the time and effort required to perform tasks such as data cleaning, analysis, and visualization.

Enhanced Customer Experience: Data science can help organizations better understand their customers and provide personalized experiences. By analyzing customer data, organizations can identify patterns and preferences that can be used to tailor products, services, and marketing campaigns.

Cost Reduction: Data science can help organizations identify areas where costs can be reduced. By analyzing data, organizations can identify inefficiencies and areas where resources can be better allocated.

Improved Risk Management: Data science can help organizations better understand and manage risks. By analyzing data, organizations can identify potential risks and take proactive measures to mitigate them.

Innovation: Data science can help organizations identify new opportunities and develop innovative products and services. By analyzing data, organizations can identify trends and patterns that can be used to create new products, services, and business models.