

## ACTIVITY REPORT

<b>Name of the activity</b>	Knowledge Insights Series - Customer Analytics and AI – Application & Adoption across industries	<b>Date</b>	11 <sup>th</sup> July,2021
<b>Name of the Coordinator(s)</b>	Dr Devesh Bathla, Dr Shivinder Kaur Nijjer, Dr Sandeep Singh	<b>Time</b>	11:00:00 AM (IST)
<b>Name of the Resource Person</b>	Rajneesh Pathak, Vice President, Genpact	<b>Mode</b>	Virtual through MS Teams
<b>Nature of the activity</b>	Career Counselling Session	<b>Program &amp; Batch</b>	MBA (2020-22), BBA(2020-23)
<b>Number of students participated</b>	159	<b>Academic Session</b>	2021-22

### About the Activity

In this session, the speaker, Rajneesh Pathak managed balance in the conversation across audience which had both the aspirants and experienced in analytics & AI. The students were introduced to the world of Customer Analytics through the lens of different industries. The importance of customer analytics having strategic alignment with the enterprise objectives was also emphasized. Considering the emergence of new business models across industries, Rajneesh also stressed upon how the customer analytics should change or think imperatives differently. In the final segment of the session, the students were given a walkthrough of use cases from BFS, Insurance, Healthcare, Utilities and Telecom industries.

### Activity objectives and Outcome achieved

S.No	Objectives	Outcomes
1.	Introduce the Customer Analytics through the lens of different industries.	Introduce the Customer Analytics through the lens of different industries.
2.	Walkthrough of use cases from BFS, Insurance, Healthcare, Utilities and Telecom industries.	Walkthrough of use cases from BFSI, Insurance, Healthcare, Utilities and Telecom industries.



Career Counselling session for MBA and BBA Analytics students: Customer Analytics and AI-Application and Adoption Across Industries