



**Pimpri Chinchwad Education Trust's**

**S. B. PATIL INSTITUTE OF MANAGEMENT**  
(Permanently Affiliated to Savitribai Phule Pune University)  
Sector No 26, Pradhikaran, Nigdi, Pune – 411 044



<b>Name of the Activity</b>	<b>Session on Advanced Analytical Tools in Marketing Research</b>
<b>Speaker &amp; Coordinator Name &amp; Mobile No.</b>	<b>Prof. (Dr) Lalit Prasad, Professor, DYPIMS    Trainer - Business Analytics and Data Science Dr. Kajal Maheshwari 9326505453</b>
<b>Day &amp; Date</b>	Monday, April 01, 2024
<b>Venue</b>	PCET's SBPIM Seminar Hall-1
<b>Number of Participants</b>	41
<b>Nature of the Activity</b>	One Time

**Brief Information of the Activity:**

<b>Topic of the Activity</b>	<b>Session on Advanced Analytical Tools in Marketing Research</b>
<b>Objectives</b>	The workshop was organized with the following objectives: <ol style="list-style-type: none"><li>1. Understanding Advanced Tools: To familiarize participants with advanced analytical tools and techniques used in marketing research.</li><li>2. Enhancing Analytical Skills: To enhance participants' skills in applying these tools to real-world marketing problems.</li><li>3. Practical Application: To provide practical insights and hands-on experience with data analysis and interpretation in marketing research.</li><li>4. Professional Development: To support the professional development of students and faculty by exposing them to current best practices in the field of business analytics and data science</li></ol>
<b>Outcome</b>	The workshop was highly successful in achieving its objectives:

	<ul style="list-style-type: none"> <li>• <b>Enhanced Knowledge:</b> Participants gained a deeper understanding of advanced analytical tools and their applications in marketing research.</li> <li>• <b>Improved Skills:</b> Attendees acquired practical skills and hands-on experience in using analytical tools, which will aid them in their academic and professional endeavors.</li> <li>• <b>Increased Engagement:</b> The interactive nature of the workshop fostered greater engagement and interest in the subject matter.</li> <li>• <b>Professional Insights:</b> The guidance and insights provided by Prof. Prasad offered valuable perspectives on career development in the field of business analytics.</li> </ul>
--	---

### **Brief Report**

The workshop commenced with an introduction of the guest speaker, Prof. (Dr) Lalit Prasad, an esteemed professor and trainer specializing in Business Analytics and Data Science. Prof. Prasad's extensive experience and expertise in the field set the stage for an engaging and informative session.

Key components of the workshop included:

- **Introduction to Advanced Analytical Tools:** Prof. Prasad provided a comprehensive overview of advanced analytical tools used in marketing research, including statistical software and data visualization techniques.
- **Hands-On Demonstration:** Participants engaged in a practical demonstration of these tools, where they learned to analyze marketing data, generate insights, and interpret results effectively.
- **Case Studies:** Real-world case studies were discussed to illustrate the application of analytical tools in solving marketing challenges and making data-driven decisions.
- **Interactive Q&A Session:** The session included an interactive Q&A segment, where attendees posed questions and received detailed answers and advice from Prof. Prasad on various aspects of marketing analytics.

- **Skill Development Tips:** Prof. Prasad shared valuable tips for developing analytical skills and staying updated with the latest trends and technologies in the field of business analytics.

Overall, the workshop was well-received, and participants expressed their appreciation for the opportunity to learn from an industry expert. The session provided a significant boost to their knowledge and skills in marketing research, setting a solid foundation for their future academic and professional pursuits.



Dr. Roopali Kudare felicitating the guest of the day Dr. Prof. (Dr) Lalit Prasad, Professor, DYPIMS || Trainer  
- Business Analytics and Data Science



Students attending the Workshop by Dr. Prof. (Dr) Lalit Prasad, Professor, DYPIMS || Trainer - Business Analytics and Data Science



Dr. Prof. (Dr) Lalit Prasad, Professor, DYPIMS Session on Advanced Analytical Tools in Marketing Research

*Kajal*

Dr. Kajal Maheshwari  
Activity Coordinator

*Am*

Dr. Amarish Padma  
IQAC Coordinator

*Kirti*

Dr. Kirti Dharwadkar  
DIRECTOR





P.C.E.T.'S

**S. B. PATIL INSTITUTE OF MANAGEMENT**  
**ATTENDANCE SHEET**  
**GUEST SESSION**



Date: - 01-04-2024

Class: - MBA 1st Year

Topic: - Workshop on Advanced Tools in Marketing Research

Name of Speaker: - Dr. Lalit Prasad



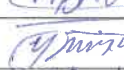


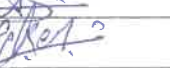
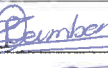






Time: - 1.00 to 6.00 pm

Semester - II

Division : - A

SR. NO.	ROLL NO.	NAME OF THE STUDENT	SIGNATURE
1	343	Suraj Patil	Spatil
2	335	Sakshi Nade	Sakshi Nade
3	345	Arviti Pawar	Arviti
4	356	Vedant Sonawane.	Vedant
5	333	Souabdh Mado	Souabdh
6	330	Aepan Loya	Aepan
7	337	Nihal Lakade	Nihal
8	315	Tammya Gaikwad	Tammya
9	305	Poachi Bhosale	Poachi
10	325	Pratik Kamble	Pratik
11	328	Yogesh Kulkarni	Yogesh
12	334	Pratibha Mishra	Pratibha
13	316	Tushar Gaikwad.	Tushar
14	308	Turraj Chavan	Turraj
15	307	Rushikesh Chavan	Rushikesh
16	302	Yash Ambekar.	Yash
17	317	Pranav Ghuge	Pranav
18	301	Ankita Ade	Ankita
19	321	Akshay Ingole	Akshay
20	312	mayuri Dhore	mayuri
21	303	Apune Vaishnavi	Apune
22	353	Krutadnya Shende	Krutadnya
23	352	Prince Shahare	Prince
24	320	Sarang Gulhane	Sarang
25	322	shubham jadhav	shubham
26	339	Nitesh Pandita	Nitesh
27	344	Kapil Pawale	Kapil
28	318	Soham Godhane	Soham



SR. NO.	ROLL NO.	NAME OF THE STUDENT	SIGNATURE
29	361	Pranav Anil Ubhe	
30	331	Lokesh Vijay Mahajan	
31	332	Mayuz Bhanudas Mahajan	
32	340	Pravin Nimba Patil	
33	306	Keshav Sunil Chaudhari	
34	363	Ajinkya Sanjay Vaidya	
35	355	Aditya Ashok Sanawane	
36	362	Gunjan Prakash Ukey	
37	368	Piyush Ramesh Zambare	
38	314	Gaikwad Shirdham Ramalshulat	
39	324	Ramkishan mubjaybhay Kadam	
40	364	Prathamesh D. Vitkar	
41	323	Yash Jagtap	
42			
43			
44			
45			
46			
47			
48			
49			
50			
51			
52			
53			
54			
55			
56			
57			
58			
59			
60			
61			
62			
63			

