

Faculty Development Programme on
BIG DATA ANALYTICS AT MPBIM
By Dr.Arun Hampapur

Bhavan's M P Birla Institute of Management had organised a lecture on 'Big Data Analytics for E-Commerce' by Dr.Arun Hampapur, IBM Distinguished Engineer and Director in the Industries Research Team at IBM Watson Research, on Feb, 23, 2015. The programme was held jointly with the American Corner.



Dr.Hampapur, who leads Research into the development of Solutions for Smarter Commerce & Supply Chain across world wide research labs, spoke on multiple aspects of commerce operations from Marketing, to E-Commerce, to Supply Chain, to B2B Integration and solutions for customer service. These solutions heavily leverage big data analytics, predictive analytics, data mining and optimisation technologies and deliver value in specific industry contexts. The most successful of the e-commerce businesses understand the importance of assigning adequate resources and using optimised tools to target and acquire profitable customers.



Faculty of MPBIM, persons from Industry and faculty of various other colleges in Bangalore attended this interactive session.

Dr. N S Viswanath Director MPBIM welcomed and felicitated the speaker.