

9th May, 7:15 PM to 8:30 PM , CFE Auditorium



**The transformative power of Big Data and Analytics –
*possibilities, challenges and the road to success***

Presenter : Mr. Hindol Basu , General Manager & Head Analytics Tata iQ

Topics to be covered (1/2)

What is Big Data & Analytics

- Evolution of Big Data & Analytics and the current landscape
- Understanding Big Data & Analytics – a very high level overview
- Global case studies covering some of the interesting applications of Big Data & Analytics across consumer facing and industrial companies

The Indian perspective

- Why is India at the cusp of leveraging the Big Data & Analytics revolution
- A few examples from India and the Tata Group about interesting applications of Big Data & Analytics



Topics to be covered (2/2)

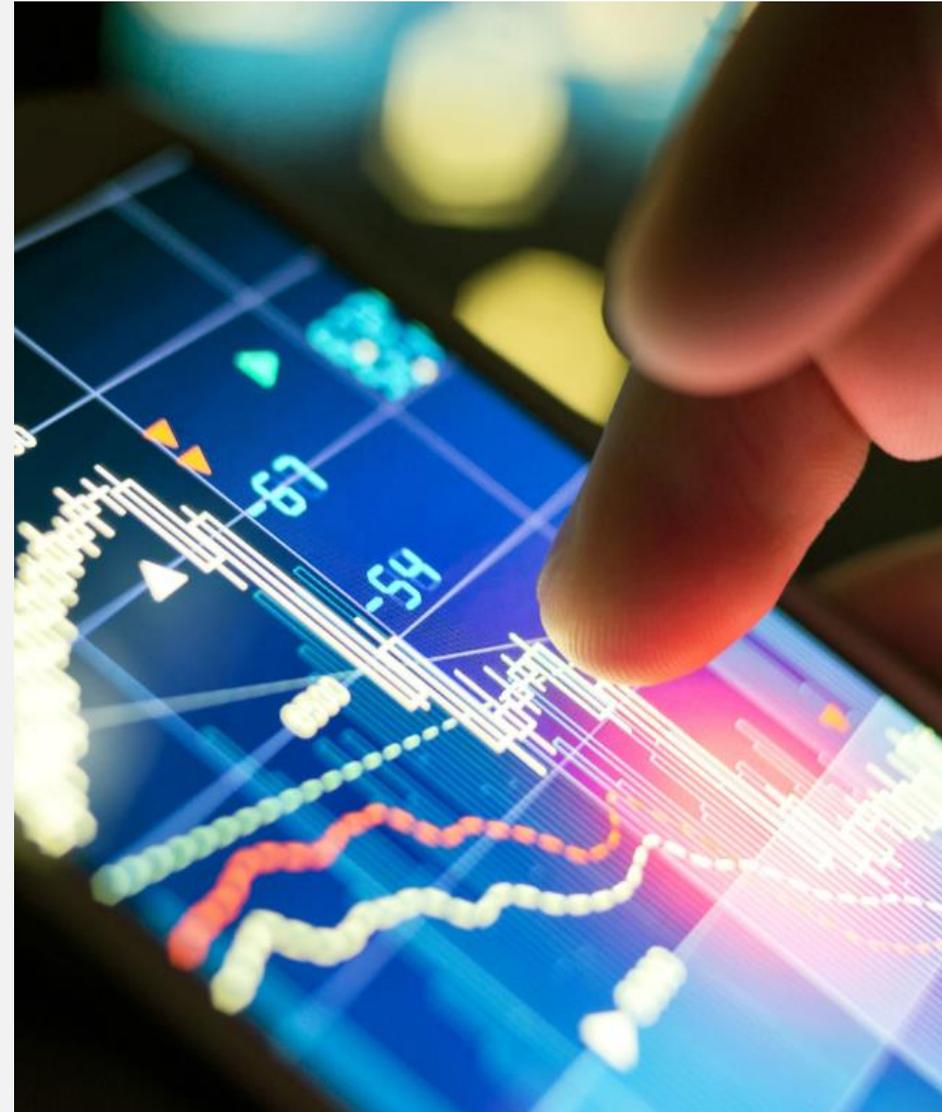
The possibilities

- Some of the emerging areas that hold tremendous promise – IOT, Video Analytics, Block Chain etc.
- Examples of possibilities across various business functions – B2B and B2C Marketing, Operations, Supply Chain and Logistics, HR, Finance etc.

The analytics journey

- The journey to data and analytics maturity – what does an organization need to do in order to tap the transformative power of Big Data & Analytics
- Light at the end of the tunnel – the benefits that organizations can expect in the near term and in the long term
- Key challenges in the path to analytics adoption and what we can do to help address those challenges

About Tata Group's focus in the area of Big Data and Analytics – the Tata iQ journey



Profile of the Presenter



Hindol, is the head of Analytics at Tata Insights and Quants (A division of Tata Industries Limited). As part of his role, Hindol helps Tata Companies leverage the power of analytics and data science for driving business results. He works with Group companies across retail, financial services, manufacturing, telecom, hospitality and other sectors to architect the analytics strategy and work towards the implementation of the same. He also assists group senior leadership in driving key initiatives like customer centricity, digital adoption etc.

As a data scientist and analytics professional, Hindol brings in about 14+ years of analytics consulting experience spanning across multiple industry verticals and markets. Prior to joining the Tata group Hindol used to lead the Asia Pacific analytics consulting practice for FICO, in India. Hindol had also worked with Citibank and TransUnion for Indian and North American markets.

Hindol had led multiple analytics consulting and customer centricity initiatives in the Indian, Asia Pacific and North American market across financial services, travel and telecommunication verticals. In India, he had been the pioneer in establishing credit bureau analytics for the Indian market; he had developed the first set of credit bureau scores for CIBIL. He had also lead analytical consulting assignments for Indian companies across telecom, financial services, hospitality and manufacturing for evangelising the adaptation of data driven decision making.

Hindol holds a bachelor in engineering from IIT Kharagpur and an MBA from IIM Bangalore. He is also the co-author of the book titled “**Business Analytics – Applications to Consumer Marketing** – Sandhya Kuruganti and Hindol Basu” published by McGraw Hill India in March 2015. Hindol had partnered extensively with ISI Calcutta for developing an application focused approach for training final year students.

Analytics India magazine – the largest online subscription for the India analytics community published his name in the **top 10 data scientists for 2015 in India**.