



TECHNICAL TALK ON

TALK ON

“Research Methodology”

RESOURCE PERSON:- Dr.Shyam B.R.

Convenor:-Dr Pushpa D , Professor and Head ,Dept of Computer Science and Engg (DataScience) , MITMysore

Coordinators:- Prof Chandrashekara M S

Introduction

On 13/12/2024 a technical talk on Research Methodology was conducted by Dr.Shyam B.R. The primary objective of the talk was to provide insights into the essential strategies and techniques involved in conducting effective research. The session was aimed at researchers, scholars, and professionals involved in academic and applied research..

Objectives of the Talk

The key objectives of the technical talk were to:

- Discuss various research methodologies and their application.
- Provide guidance on formulating research questions and hypothesis.
- Explore the ethical considerations in research.
- Equip participants with knowledge of data collection, analysis, and reporting methods.

Key Topics Covered

Formulating Research Questions

The session started with a discussion on the critical role of formulating clear and concise research questions. The speaker emphasized that research questions should be:

- Specific, well-defined, and relevant to the field of study.
- Feasible within the given resources and time constraints.
- Aligned with the overarching research objectives.

Participants were encouraged to think critically about their research questions and how they can guide the entire research process.



Writing and Presenting Research Findings

The final section of the talk focused on strategies for writing up and presenting research findings. Key points discussed included:

- The importance of clear, concise, and structured writing.
- Adhering to academic writing standards, including proper citation and referencing.
- Tips for presenting research effectively to a diverse audience, ensuring that complex concepts are communicated in an understandable way.

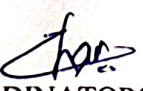
Conclusion

The technical talk provided a comprehensive overview of the key elements of research methodology. From the formulation of research questions to the final presentation of findings, the session covered the entire research process. The talk was insightful, offering practical strategies for researchers to enhance the rigor and impact of their work.

By applying the methodologies discussed, researchers can ensure that their studies are not only scientifically sound but also ethically responsible and socially relevant.

Recommendations

- **Further Training:** It is recommended that additional workshops or training sessions be organized to delve deeper into specific research methods such as advanced data analysis and qualitative research techniques.
- **Collaboration:** Encouraging collaboration with experienced researchers or mentors can help in refining research questions and methodology.


CO-ORDINATORS SIGNATURES


H.O.D. SIGNATURE



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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
(DATA SCIENCE)



TECHNICAL TALK
ON
DATA AND ITS APPLICATIONS IN BUSINESS

Date: 4.10.2024

Venue: Auditorium of Maharaja Institute of Technology Mysore
Chief Guests and Attendees: Mr Raghu C ,Business Intelligence and Analytics, DXC Technologies ,Talk On : **Data and Its Applications in Business**

Faculty, Staff, and Students of the Data Science Department

Technical Talk Report: Data and Its Applications in Business

1. Objectives:

- To understand the role of data in business decision-making.
- To explore various applications of data analytics in business operations.
- To examine real-world examples of data utilization, focusing on Amazon.
- To highlight the impact of data-driven strategies on business growth and efficiency.

2. Overview: The technical talk focused on the importance of data in business, covering key concepts of data collection, analysis, and its role in decision-making. The session provided insights into how businesses leverage data for competitive advantage, efficiency improvement, and customer satisfaction.

3. Key Topics Covered:

- Importance of Data in Business: Decision-making, efficiency, customer insights, risk management, and innovation.
- Business Intelligence and Analytics: Use of modern technology in data-driven decisions.
- Amazon Case Studies:
 - o Personalized Recommendations: Enhancing customer experience and boosting sales.

- o **Dynamic Pricing:** Real-time price adjustments based on demand and competition.
- o **Customer Service Automation:** AI-powered solutions like Alexa and chatbots.
- o **Predictive Analytics:** Forecasting trends for inventory and production optimization.



- o **Fraud Detection:** Machine learning-based security measures.
- o **Supply Chain Optimization:** Efficient inventory and logistics management.
- o **Warehouse Automation:** Robotics and AI-driven operations.

4. Outcomes:

- Participants gained an understanding of data applications in business.
- Awareness of how companies like Amazon leverage data for success.
- Insights into the future of data analytics and AI in business operations.
- Encouragement for businesses to adopt data-driven decision-making strategies.

5. Conclusion: The session effectively highlighted the transformative power of data in business. It emphasized the need for organizations to invest in analytics and AI to stay competitive in an evolving digital landscape. The discussion provided practical insights into leveraging data for operational excellence and business growth.

6. Acknowledgments: We extend our gratitude to the speakers, participants, and organizers for making this session a success.

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