

# Data Analytics for Deeper Market, Customer & Technology Insights

## A Non-Technical Journey into Business Analytics

Two-day workshop on using Low-Code Tools to empower decision making through Data Analytics



Dates: **09<sup>th</sup> & 10<sup>th</sup> October 2025**

Venue: **PSG Institute of Management  
Coimbatore 641 004**



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## Program Overview

In today's data-driven world, the ability to harness data analytics has become a critical differentiator for organizations aiming to gain deeper market and customer insights. Data analytics empowers companies to make more informed decisions, optimize their operations, and achieve greater efficiency. While it is often assumed that data analytics is a field reserved for those with a background in IT or programming, this is a misconception. In reality, analytics is accessible to professionals from all disciplines.

As we navigate the era of big data, the demand for data analytics skills has grown across all sectors. From marketing and finance to customer service and product development, analytics enables professionals to understand customer behavior, anticipate market trends, and drive strategic growth. This training will demystify AI-powered customer analytics and show you how to leverage data-driven insights to enhance customer experience, improve retention rates, and build stronger, more personalized customer relationships — regardless of your technical background.

## Objectives

This training is ideal for professionals who want to develop their data analytics skills to extract actionable insights and make informed business decisions. It is particularly relevant for:

1. Gain insights into the core principles of utilizing data to anticipate trends and predict outcomes.
2. Learn how to apply machine learning techniques to derive actionable insights from business data.
3. Gain practical experience in data analysis using accessible, cost-effective open source software tools.
4. Engage in dynamic lectures, discussions, real-world case studies, and hands-on exercises to solidify your understanding

## Who Can Participate?

This training is ideal for professionals who want to develop their data analytics skills to extract actionable insights and make informed business decisions. It is particularly relevant for:

- **Retail Professionals:** Gain a deeper understanding of your customers' needs by analyzing buying history and demographic data to enhance your upselling and cross-selling strategies.
- **Finance Professionals:** Learn to predict credit risk by analyzing demographic and behavioral data, helping to identify high-risk customers and manage lending more effectively.
- **Service Industry Professionals:** Detect customers who are likely to cancel subscriptions by analyzing demographic and transactional data, enabling you to implement timely retention strategies.
- **Customer Retention Managers:** Discover data-driven solutions to retain customers by identifying patterns and predicting churn.
- **Marketing and Strategy Teams:** Develop the best customer segmentation models to create targeted marketing campaigns and strategic business initiatives.

## Pre-Requirements

No prerequisites are required to participate in this training module.

No programming background is necessary for this course.

## Day 1

09:30 – 09:30 am	Registration
09:30 – 09:45 am	Inaugural
<b>Session 1</b>	
09:45 – 11:00 am	Learn the fundamental concepts of data analytics and data mining.
11:00 – 11:15 am	Morning Break
<b>Session 2</b>	
11:15 – 12:30 pm	Explore various data mining strategies and machine learning techniques used for solving business challenges
12:30 – 01:30 pm	Lunch Break
<b>Session 3</b>	
01:30 – 3:15 pm	Understand the Cross Industry Standard Process for Data Mining (CRISP-DM). Learn how to approach data analysis in a structured and systematic way.
03:15 – 03:30 pm	Afternoon Break
<b>Session 4</b>	
03:30 – 5.00 pm	Installing KNIME Analytic Platform First view of Working with KNIME Analytic platform

## Day 2

<b>Session 1</b>	
09:30 – 11:00 am	Gain expertise in data visualization techniques to explore, summarize, and communicate insights effectively. Use visualization tools to uncover trends and patterns in datasets
11:00 – 11:15 am	Morning Break
<b>Session 2</b>	
11:15 – 12:30 pm	Customer Churn Prediction: Learn how to create a machine learning model to identify customers likely to stop using your product or service. Use predictive analytics to implement strategies for customer retention
12:30 – 01:30 pm	Lunch Break
<b>Session 3</b>	
01:30 – 3:15 pm	Work with open-source analytics tools to apply concepts in real-world scenarios. Build, test, and refine models using actual business data.
03:15 – 03:30 pm	Afternoon Break
<b>Session 4</b>	
03:30 – 5.00 pm	Learn to derive actionable insights from data. Apply these insights to make informed and impactful business decisions.

## Lunch & Refreshments & Stay:

Lunch and Refreshments will be served for participants of the workshop. Dormitory style accommodation will be provided with separate stay zones for men and women participants.

## Fees & Levies

Individual Participant	₹ 3950/- per registrant (inclusive of 18% GST)
Group Registrations	₹ 10975/- (3 registrants) ((inclusive of 18% GST) (above 3 registrants – ₹ 2950 + GST @ 18% per registrant)

## Digital Payment Details:

Account Name	:	PSG Centre for Non-formal and Continuing Education
Account Number	:	1481267367
Bank Name	:	Central Bank of India
Bank Branch	:	Peelamedu, Coimbatore
IFSC	:	CBIN0280913

## Trainer's Profile



### **Dr. Rathimala Kannan, Expert in Business Data Analytics**

Dr. Rathimala Kannan is an Associate Professor of Decision Sciences at PSG Institute of Management, PSG College of Technology, India, with over two decades of expertise in academia and research. She specializes in Business Data Analytics, AI and Machine Learning applications, data mining for business intelligence, and Information Systems. Her research includes web structure mining and the analysis of e-commerce websites using webometrics and social network analysis. Dr. Rathimala

Kannan earned her B.Sc. in Applied Sciences (Computer Technology) and M.C.A. from Bharathiar University, India, and completed her PhD at Multimedia University, Malaysia. She has published extensively in top-tier journals, including the Journal of Big Data, IEEE Access, and F1000 Research.

As an experienced educator and certified trainer by the Malaysian Human Resource Development Fund (HRDF), Dr. Rathimala Kannan designs and delivers customized training programs in business data analytics, ranging from introductory sessions to intensive hands-on workshops using open-source data analytics tools. Her training helps professionals enhance their data analytics skills and apply machine learning techniques to derive actionable insights for informed decision-making. She has led numerous corporate training sessions, conducted specialized workshops at events like the IEEE Humanitarian Technology Conference, and co-conducted an advanced online class with Telkom University, Indonesia, on AI and machine learning in business. Dr. Rathimala Kannan is actively involved in consulting, training, and fostering university-industry partnerships.



**PSG Institute of Management**, a part of the prestigious PSG & Sons' Charities, is one of South India's leading business schools committed to shaping future-ready leaders. With a legacy rooted in academic excellence, innovation, and social responsibility, PSGIM offers a range of management programs that blend rigorous learning with practical application. The institute fosters a culture of inquiry, entrepreneurship, and ethical leadership through industry-relevant curricula, global collaborations, and experiential learning.

**PSGIM's Management Development Programmes (MDPs)** are designed to empower working professionals, entrepreneurs, and aspiring leaders with cutting-edge knowledge, skills, and perspectives. These short-term programs, curated by expert faculty and industry practitioners, focus on areas such as leadership, communication, strategy, finance, emotional intelligence, innovation, and more.

For Registration & further details contact:  
Consulting & Management Development Cell.

**Location  
QR Code**



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