



Management Development Program

FROM DATA TO DECISIONS: ANALYTICS, SENTIMENT & AI INSIGHTS FOR GROWTH-DRIVEN PROFESSIONALS

In today's data-driven world, organizations that harness both structured data (numbers, transactions, demographics) and unstructured data (text, reviews, feedback) gain a decisive competitive edge. This 2-day program equips professionals – regardless of technical background – with practical skills in customer analytics, machine learning, and AI powered sentiment analysis. You will learn to predict market trends, segment customers, detect churn, and extract deep insights from customer reviews, social media, and unstructured business text – turning raw data into profitable decisions.

OBJECTIVES OF THE PROGRAM :

- Understand core principles of structured data analytics to anticipate trends and predict outcomes
- Apply machine learning techniques to derive actionable insights from business data
- Gain hands-on experience with open-source analytics tools without needing programming skills
- Understand sentiment analysis and harness unstructured text data –customer reviews, complaints, and feedback
- Extract meaningful insights from the customer reviews to improve product / service and competitive advantage

WHO CAN ATTEND :

- Retail & e-commerce professionals
- Finance & banking professionals
- Marketing & strategy teams
- Customer retention managers
- SME & MSME owners
- Entrepreneurs & start-up founders
- Service industry professionals

Resource Persons : Dr. Rathimala Kannan, Associate Professor, PSGIM

Ms. M Kalai Arasi, Assistant Professor, PSGIM

DATE: 24-25 SEP 2026
TIME: 9 AM - 5 PM
VENUE: PSGIM

PROGRAM FEE: INR 4130 /-
(3500+ GST @ 18%) Per Participant



Location QR

For Registration and further details, contact:
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