Operational Research Society of India
Durgapur Chapter

DURGAPUR CHAPTER

MANAGEMENT DEVELOPMENT PROGRAMME

Business Analytics in Marketing Management

USING ADVANCED EXCEL

A focused 5-day MDP connecting marketing management with business analytics and practical Advanced Excel applications.

Data Drives Smarter Marketing

LEARN
APPLY
ANALYSE
GROW

PROGRAMME OVERVIEW

5-DAY LEARNING JOURNEY

- **DAY 1** Introduction to Marketing Analytics and Advanced Excel
- **DAY 2** Demand Forecasting and Social Media Analytics
- **DAY 3** Consumer Analytics and Retailing
- **DAY 4** Advertising Analytics
- **DAY 5** Pricing Analytics

IMPORTANT: *Participants need to carry a laptop with EXCEL Software during the session.*

RESOURCE PERSON

Dr Krishna Roy
Adjunct Professor

Operations Management & Business Analytics
Globsyn Business School

PROFILE

Doctorate in Digital Marketing and Analytics from NIT Durgapur. Nearly 25 years association with Dr. B. C. Roy Engineering College, teaching management, operations research, MIS and analytics-related papers. Currently Adjunct Professor at Globsyn Business School and Vice President, ORSI Durgapur Chapter. Regularly conducts MDPs and FDPs; research interests include digital marketing and data analytics.

RESOURCE PERSON

Ms Madhabi Sinha
Consultant
GrowthLadder Academy

PROFILE

MSc. in Economics from Calcutta University, with a post-graduate diploma in Management (Operations Management) and Advanced Diploma in Systems Management.

28 years of association with multinational organizations such as DHL and BBA Reman in senior managerial positions, primarily in Information Technology and Analytics.

Has conducted workshops for industry professionals and Business Management students in Information Technology and Analytics.

Now associated with GrowthLadder Academy, a start-up working in Education and Web Development.

SCAN & PAY

SBI
OPERATIONAL RESEARCH SOCIETY

SCAN & PAY

UPI ID: operationalresearchsociety@sbi

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KEY FOCUS

- Marketing Analytics
- Advanced Excel
- Demand Forecasting
- Consumer Analytics & Retailing
- Advertising Analytics
- Pricing Analytics
- Social Media Analytics

WHY ATTEND?

PRACTICAL
Explore marketing analytics through an applied, Excel-oriented approach.

ANALYTICAL
Understand data-driven methods for marketing decisions.

PROGRESSIVE
Move from fundamentals to forecasting, consumer, advertising, pricing and social media analytics.

PROFESSIONAL
Learn from experienced academic and industry professionals.

ABOUT ORSI DURGAPUR

ORSI was founded in 1957 and has sixteen chapters, with headquarters in Kolkata. ORSI Durgapur has been active since the 1970s and presently has more than 55 members.

The chapter organizes seminars, conferences, workshops and other academic and professional activities throughout the year.

PROGRAMME DETAILS

- **Duration :** 5 Days
- **Date :** 17.11.2026 (Tuesday) – 21.11.2026 (Saturday)
- **Time :** 7:30 PM -9:30 PM
- **Mode :** Online
- **Fee :** Rs 750/-

Registration Link:
https://forms.gle/LcixShArt7vMRYtZ8