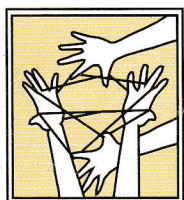
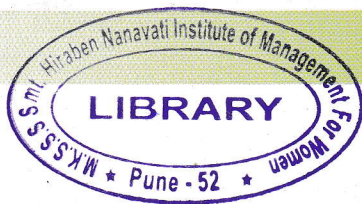


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तेजस्विनावधीतमस्तु

A Special Edition

NATIONAL

CONFERENCE ON

BIG DATA ANALYTICS

AS A STRATEGIC TOOL FOR BUSINESS EXCELLENCE:
PROSPECTS AND CHALLENGES

In association with

BCUD, Savitribai Phule Pune University

(Under Quality Improvement Programme)

& Educationbelt (Knowledge Partner)

Content

- ⊙ Big Data Analytics and Banking Industry in India
- ⊙ Clickstream Analysis using big data
- ⊙ Big Data Analytics with Hadoop
- ⊙ Big data & SAP Solution Production Planning (PP) – Module Experience
- ⊙ Impact of Big data analytics on strategic decision making Process of an organization
- ⊙ Research Paper for Presentation in National Conference at HNMIR
- ⊙ Hadoop: Tool to build Big Data Applications
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- ⊙ "On Understanding the Big Data Governance Structure to Achieve Overall Efficiency at Tech Mahindra"
- ⊙ The Role of Big data Analytics in Managing Centralized Datacentre
- ⊙ Big data analytics – Challenges and Opportunities in Banking Sector
- ⊙ Role of Big Data in Public Sector
- ⊙ Big data for Buisness
- ⊙ Production planning and Control through Adaptive Big Data Management

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**SMT. HIRABEN NANAVATI INSTITUTE OF
MANAGEMENT & RESEARCH FOR WOMEN**

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Editorial Board

Dr. Jagdish Pol

Dr. Rachana Shikhare

Prof. Suvarna V. Dhamdhare

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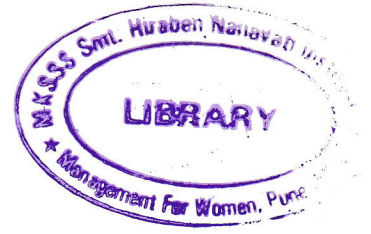
Smt.Hiraben Nanavati Institute Of Management & Research for Women (HNIMR)

Cummins Campus , KarveNagar , Pune - 411052

National Conference on
“Big Data Analytics as A Strategic Tool for Business Excellence :
Prospects and Challenges”



Inaugural function : Lighting of the lamp at the hands of Mr. Abhijeet Kate and Mr. Sanjeebkumar Patjoshi. Also seen from Left, Dr. Jagdish Pol, Dr. Rachana Shikhare, Prof. Suvarna V. Dhamdhare, Mr. Hemant Thakar and Dr. Anjalitai Deshpande.



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A Special edition for

Conference Proceedings

National Conference on

**"Big Data Analytics As A Strategic Tool For Business Excellence:
Prospects and Challenges"**

[30th and 31st January, 2015]

Organised by

Maharshi Karve Stree Shikshan Samstha's

**Smt. Hiraben Nanavati Institute of Management & Research for Women,
Karvenagar, Pune**

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National Conference 2015



Editorial Preface

Dear Reader,

This is a very pleasant opportunity for us to present a Special edition of our Research Journal "Jidnyasa" in the context of the National Conference held in the Month of January 2015. This special issue has been focused on the Main Theme of the Conference "Big Data Analytics as a Strategic Tool for Business Excellence: Prospects and Challenges". The Conference received overwhelming response from both the Corporate and the Academic fraternity giving us a chance to have a proper Corporate Industry exchange of ideas and knowledge sharing.

For the Conference, we received research papers and articles; from both corporate and academicians, which were double blind reviewed by our Review Committee. We appreciate the efforts taken by our Advisory Committee Members and the Review Committee members for their guidance and support.

Have a happy reading & big data rich journey ahead !

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About HNIMR

Smt. Hiraben Nanavati Institute of Management and Research for Women (**HNIMR**) is a flagship of Mahashi Karve Stree Shikshan Samstha (MKSSS).

HNIMR, is an all-women management institute, established in 1996. It is affiliated to Savitribai Phule Pune University and recognized by AICTE & DTE. MBA course in HNIMR, is accredited by National Board of Accreditation for the period 2008-2011. The reaccreditation is in process. The institute has also been

The evaluation commission of IAO has granted the Prime Membership status to the Institute and the institute is the first from prestigious Indian region to become a Prime Member. It is committed to quality management education to enable women to occupy authority positions in different areas of work. It strongly believes that when women become decision makers, it will have a positive impact on contribution of women towards economic and social development.

A strong Corporate - Interface with the help of concurrent interactive sessions by experts from Corporates on current issues adds to update the students and keep them acquainted with the current affairs. IT Tools Series, HR Conclave, Marketing Meet, CFO Meet help the students to gain versatile knowledge & skills. The students are also enhanced with the operational acquaintances by visits to different organizations like TechMahindra, Synechron, Volkswagen, Mercedes Benz, Labour Court and Labour Commissioner Office and many other organizations.

The Intellectual Asset of HNIMR consists of 6 Doctorate faculty members and 13 faculty members pursuing their Ph.D. This enriched faculty resource with extensive academic and industrial experience facilitates the fulfilment of the objectives of **HNIMR**.

Departments of HNIMR

- Family Business
- Finance
- Human Resource
- Information Technology
- International Business Management
- Marketing
- Operations
- Ph.D. Research Centre

Special Features of HNIMR

- Classrooms with Audio-Visual systems
- Community Development Cell
- Entrepreneurship Development Cell
- Institute's Development Cell
- IT Lab
- Library
- Management Development Programme

National Conference 2015

"Big Data Analytics As a Strategic Tool For Business Excellence: Prospects & Challenges"

Inauguration



Valedictory



Message From The Director



It is a proud privilege to present Special Edition of "Jidnyasa" in the form of Post Proceedings after the two full day National Conference on "Data Analytics as a strategic tool for Business Excellence: Prospects and Challenges" at MKSSS's HNIMR. We are pleased to state that we were successful in our endeavour to host such a Conference wherein 25 Corporate professionals enlightened us from the dais and around 290 people from corporate and academics arena were part of this conference. It was a mega event wherein students and faculty resources got opportunity to interact with the Industry professionals to actually enrich the teaching learning process. Various aspect of this conference comprised of expert invite talks not only from India but from abroad as well, paper presentation and panel discussion made it a happening event on both the days. Getting familiar to the world of Big Data and getting acquainted with its functional knowledge was a knowledge treat, which kept the audiences interest high throughout the Conference.

Exigent trends and technologies are moving ahead giving full thrust for an organisation to take-up a contemporary view in every aspect of its strategic planning and execution. Big data need to be viewed as opportunity, at the same time we need to gear up for getting oriented in this area. The changing paradigms of business have fueled a new thinking in our management education system too. We need to adopt a thought-based, tool-based and skill-based perspective while imparting education in our B-School. Learning system should cater the ever growing needs of our students and to address them our faculty members need to have a strong corporate Interface. The Conference demonstrated the high interest and importance of the topics among the audiences and the eminent speakers and personalities. It has offered a rich platform for the exchange of ideas and valuable experiences. I am sure this effort has added a new insight and has complemented the learning process.

Dr. Jagdish N. Pol
Director, MKSSS's HNIMR

About the Conference :

HNIMR organizes various development and research programmes for students and faculty members. In this context this year HNIMR organized National Conference on **"Big Data Analytics as a strategic tool for Business Excellence: Prospects and Challenges."**

As a matter of fact today is an AGE of BIG DATA. What amazes us is a thought if it just a BUZZ Word or the big reason for the next BIG technological shift?

Big Data has found its way within various industries despite the lack of complete understanding of it based on the sheer knowledge of what its capable of doing. The industries like Financial institutions and Insurance, Healthcare, Retail, Travel, Transport, Media etc. are welcoming the use of big data and other industries opening up to it, it can no longer be ignored. Big Data presents an opportunity to find key insights & emerging trends in data, to make businesses more agile, board room decisions better informed & answer questions that have previously been considered unanswerable. Big Data is the new way, business data can be managed to get better insight to take strategic decisions & much more.

Analytics essentially is making sense of the data. It connects the interpreted data to its use and impact on the business. It is more of an interface between Big Data and the business model. In purview of the current scenario of data analytics and especially Big Data Analytics HNIMR arranged this conference with the following objectives:

- To create awareness about Big Data Analytics (BDA), its applications and its impact on business performance.
- To explore the prospects to foresee the challenges in implementation of BDA.
- To understand and appreciate BDA connections with various business domains like IT, Banking, Finance, Marketing, Sales, HR, Manufacturing, Operation etc.

Program Convener



Dr. Rachana Shikhare
Professor (IT) & Incharge Head
Research

Conference In-charge



Prof. Suvarna V. Dhamdhare
Incharge - IT Department
HNIMR, Pune

Main Theme of the Conference:

**Big Data Analytics as a Strategic Tool for Business Excellence:
Prospects and Challenges**

Subthemes of the Conference :

IT, ICT , ITES, Banking, finance, marketing, Sales, HR, Manufacturing, Operation, Finance, Retail , HR, Quality , Governance, etc.

Broadly Topics may fall under Technical & Functional/Non-Technical Track

A. Technical

- Big Data Management
- Big Data Models , Architectures and Algorithms
- Big Data Search , Datawarehouse and Data Mining
- Big Data QA & Security
- Analytics - Making sense out of Big Data!
- Big Data Toolkits
- Hadoop - Tool to build Big Data Applications

B. Functional / Non-Technical Track

- Big Data for Enterprise, Government and Society
- Big Data Economics
- Real-life Case Studies of Value Creation through Big Data Analytics
- Big Data for Business Model Innovation
- Big Data in Business Performance Management
- SME-centric Big Data Analytics
- Big Data for Vertical Industries (including Government, Healthcare, & Environment)
- Scientific Applications of Big Data
- Large-scale Social Media and Recommendation Systems
- Experiences with Big Data Project Deployments
- Big Data in Enterprise Management Models and Practices
- Big Data in Government Management Models and Practices
- Big Data for Enterprise Transformation
- BDA : a novel concept
- Business strategies and usage of Big Data
- Globalization, competition, business efficacy through BDA
- New Entrepreneurs / New Ventures and application of data analytics
- Data analytics : Pros and Cons
- BDA & Indian small scale companies (SSI factor)
- BDA and business research
- Application of BDA tools / concept and its impact on business
- BDA and logistics
- Functional efficiency and application of BDA as a strategy
- Efficiency in business through use of BDA
- BDA and lateral thinking in business
- BDA as a strategic tool to survive in cut-throat competition in the market
- Survival of the fittest with the strategic use of BDA
- BDA and small and medium scale industries: role of management
- BDA : problems in application / usage
- BDA and prospects for Indian industries
- BDA : challenges and path ahead
- Usage / Application / implementation of BDA in organizations from the perspective of employee training
- BDA & role of educational institutes in developing techno-commercial managers
- Big Data for governance
- Big Data for Enterprise, Government and Society
- Trends in Big data.

CONFERENCE ORGANISATION

The Conference Core organising Committee wish to thank members of the organising Committee, the Advisory Committee, various Sub-Committees, the Sponsors for the contributions in organising this Conference.

CORE COMMITTEE

Dr. Jagdish N. Pol, Director , Conference Convener
Prof. Suvarna V. Dhamdhere, Conference-in-charge
Dr. Rachana R. Shikhare, Program Convener
Mr. Hemant Thakar, Program Convener, Knowledge Partner

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Chairman, LMC -HNIMR

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- Ms.Varsha Vahalkar, Project Manager,Cognizant Technologies-Pune India
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- Mr.Deepak Mane, Freelance Trainer - Cloud Computing , Big Data ,Cassandra , MongoDB, Data mining ,Ethical hacking, AIP and FDP TCS-Mumbai-India
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- Dr. Sagar Jamborkar, Associate Professor, Comp. Science Dept., NDA-Khadakwasla - Pune India

SUB COMMITTEES

Research Paper Review and Paper Presentation Committee:

1. Dr. Rachana Shikhare
2. Prof. Priyanka Potdar

Publications (Brochure, Pre-Proceedings, Website, Press and Jidnyasa, Research Journal):

1. Dr. Rachana Shikhare
2. Prof. Suvarna V. Dhamdhare
3. Dr. Kamalakar Munde
4. Mr. Ganesh Lotke
5. Mrs. Kirti Kulkarni

Poster and Model Competition and Exhibition:

1. Prof. Archana Tatkar
2. Prof. Suvarna V. Dhamdhare
3. Dr. Rachana Shikhare
4. Prof. Priyanka Potdar
5. Prof. Prashant Mamarde
6. Prof. Ranjana Gogate
7. Prof. Arpita Singh
8. Prof. Nivedita Pantawane

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3. Dr. Atul Deshpande

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| 3. Mr. Bharat Salunke | 4. Mr. Gaurav Paygude |

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| 3. Mrs. Aarti Kondhalkar | 4. Mrs. Bhakti Thakur |

Attendance and Feedback :

1. Mrs. Kirti Kulkarni

Invitation and Certificates :

- | | |
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| 1. Prof. Pranita Sonar | 2. Prof. Nivedita Pantawane |
| 3. Dr. Mihika Kulkarni | 4. Prof. Arpita Singh |

Poster and Prize Distribution :

- | | |
|------------------------|-----------------------|
| 1. Dr. Mihika Kulkarni | 2. Prof. Arpita Singh |
|------------------------|-----------------------|

Stage and Venue Decoration:

- | | |
|-----------------------|---------------------------|
| 1. Prof. Gita Jadhav | 2. Prof. Manasi Jawadekar |
| 3. Prof. Ganesh Lotke | |

Refreshments :

1. Dr. Rachana Shikhare
2. Prof. Prashant Mamarde
3. Prof. Jyoti Gaikwad

Registration Kit and Gifts :

1. Prof. Manasi Jawadekar
2. Prof. Geeta Jadhav

Hospitality:

1. Prof. Suvarna V. Dhamdhare
2. Dr. Rachana Shikhare
3. Mr. Hemant Thakar

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5. Mrs. Asmita Gaikwad
6. Mrs. Jayashree Kale



Audience At The National Conference 2015

Agenda of the Conference

Time	Particulars
09.00 – 10.00 am	Day 1 – 30/01/2015
10.00 – 10.30 am	Registration and Breakfast
10.30 – 11.30 am	Inauguration of Poster and Model Exhibition Venue: Conference Hall (Ground Floor)
	Inauguration of the Conference Welcome Address : Dr. Jagdish Pol , Director HNIMR About MKSSS : Dr. Anjalitai Deshpande , LMC Member About Conference : Dr. Rachana Shikhare , Program Convener Chief Guest: Hon. Mr. Abhijeet Kate, (Senior Management Professional (IIM C), PMP, Scrum Master) Solution Manager, Tieto Software Technologies Pvt. Ltd. Guest of Honour: Hon. Dr. Sanjeeb Patjoshi ,IPS IG (MBA- IIM B) Director, Vaikunth Mehta National Institute of Co-operative Management, Director, Centre for International Cooperation & Training in Agricultural Banking Vote Of Thanks: Ms.Arti Naik , President Student Council
11.30 – 12.00 noon	Audio / Visual Session
12.00 – 01.00 pm	Mr. Sanjiv Kumar , Senior Solution Architect, Big Data & Data Science, BI Practice, Zensar Technologies Ltd. Title : Big Data : Crystal Ball of future success
01.00 – 02.00 pm	Lunch Break
02.00 – 2.15 pm	Audio / Visual Session
02.15 – 03.15 pm	Panel Discussion – Big Data and its future prospects Panel Members: • Dr. Satish Patil, Co-founder of Lemoxo Technologies, Research Scientist and Advisor to various organizations across Europe • Mr. Kiran Ratnakar, Director of IT, Synerzip • Mr. Sumeet Nikam, Synerzip • Mr. Sandip Arora, Head of Research and Analytics, Datamatics Global Services Ltd • Mr. Surendra Panpaliya, Founder & Director, GKTCS Innovations Pvt. Ltd.
03.15 – 03.30 pm	Tea Break
03.30 – 05.30 pm	Research Paper / Article / Caselets Presentation of Participants Chairpersons: Dr.Vilas Nandavadekar Director-MCA,Sinhgad Institute Of Management,Pune Dr.Sagar Jambhorkar Associate Professor,Comp.Science,NDA-Khadakwasla Pune
05.30 – 06.00 pm	Concluding Remarks of the day: Dr.Rachana Shikhare, Program Convener

Time	Particulars
	Day 2 – 31/01/2015
09.00 – 10.00 am	Registration and Breakfast
10.00 – 11.00 am	Mr. Jagdish Avchat , AVP, Tech Mahindra Ltd. - Title : Data Cleansing and Data Governance
11.00 – 11.30 am	Audio / Visual Session
11.30 – 12.30 pm	Dr. Mahendra Ramdasi , Director Consultancy, Capgemini Software India Pvt. Ltd. Title : Business Excellence using agile based data warehouses - Big Data Dynamics
12.30 – 01.30 pm	Lunch Break
01.30 – 01.45 pm	Mr. Haresh Bhaiga , Big Data Professional, USA Live Online Session ; Title : Utilisation of Big Data - Use Cases In Varied Environments
01.45 – 02.30 pm	Ms. Shonel Thakkar , Business Head, Diquery Digital Media, a digital media entrepreneur and a Web journalist Title : Big Data for various industries
02.30 – 02.45 pm	Audio / Visual Session
02.45 – 03.00 pm	Tea Break
03.00 – 04.00 pm	Mr. Ajit Hatti , Co-founder, null-Open Security Community Title : “How Big Data is solving Security Challenges & Security Challenges of Big Data”
04.00 – 04.30 pm	Mr. Swapnasarit Parida , Founder, CEO, Data Panacea Title : Case Study Presentation
04.30 – 05.30 pm	Panel Discussion – “Big Data and its future prospects” • Mr. Abhay Gadiya, AVP, BNY Mellon • Dr. Bhimappa Desai, Manager - BIM L&D and Big Data Academy, Capgemini Software India Pvt. Ltd. • Mr. Sanjay Patwardhan, Cybage Software • Mr. Vijay Arjunwadkar, Specialist Faculty, Technical Learning Group TechMahindra Ltd. Pune. • Dr. Ajit More, Director - MCA, IMED BVP Deemed University • Ms. Ashvini Vahalkar, Project Manager, Cognizant Technologies, Pune
05.30 – 06.30 pm	Valedictory : Knowledge Sharing Session – Take away
	Address by Dr. Jagdish Pol , Director HNIMR Chief Guest: Hon. Mr. P. N. Deshpande General Manager, Bank Of Maharashtra Guest of Honour : Mr. Hemant Thakar MD, Educationbelt
	Prize Distribution of Poster / Model Competition
	Vote of Thanks: Prof. Suvarna V. Dhamdhere , Conference In-charge

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