



# RAJARAJESWARI COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi.

Affiliated to the Visvesvaraya Technological University, Belagavi



## RAJARAJESWARI COLLEGE OF ENGINEERING

#14, Ramohalli Cross, Kumbalgodu Post, Mysore Road, Bangalore – 560 074.  
Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Govt. Of Karnataka



### ONE WEEK ORIENTATION PROGRAM OF MBA & MCA

**Date: 14/02/2022 – 19/02/2022**

All are cordially invited

**Today's Resource Person**

**17/02/2022**

**Morning Session**



Mr Sowmiyan, Sr Data  
Scientist at Ericsson R&D

**Venue: AP J Abdul Kalam Hall.**

**Afternoon Session**



Mr Indranil Saha  
DBS Bank Regional Head  
South India

**Venue: Chanakya Seminar Hall.**

**1.Type of Event:Orientation Program for 1<sup>st</sup> years.**

**2.Title on the Event : Future Prospects in Data science and AI.**

**3. Resource Persons : Mr.Sowmiyan**

**Sr.Data scientist at Ericsson R&D, BANGALORE.**

**4.Event Duration:17<sup>th</sup>Feb 2022.(10.00 am to 12.00 pm)**

**5.Venue:APJ HALL(RRCE)**

**6. Invitation for : 1<sup>st</sup>Year MBA Students.**

**7. Target Participants :1<sup>st</sup>Year MBA Students.**

**8. Outcomes of the Program :**

**Student Gain knowledge and understood the following:**

- **The World Economic Forum estimates that by 2025, 58 million jobs related to Data Science and Artificial Intelligence will be generated. The amount of data that is currently generated gives us the food for thought that companies and institutions will keep on posing demands for skilled professionals in these fields.**
- **Although both have different job roles and responsibilities, it is best to say AI and data science work hand in hand. Both technologies have the potential to drive business to greater heights.**
- **Jobs that robots will replace in the future**
  - Customer service executives.
  - Bookkeeping and data entry.
  - Receptionists.
  - Proofreading.
  - Retail services.
  - Courier services.

## Photo-Gallery



### Marketing Use Case: Sales Forecasting

**Problem Statement:**  
Historical sales data for Company Y **stores** are provided located in different regions. Each store contains many departments, We need to project the sales for **each department in each store**.

**Approach:**  
Analyze store level data- at department level for getting Weekly Sales forecast