



# Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

(Approved by AICTE & Affiliated to MAKAUT, WB)

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## NOTICE

Dated 22.1.2024

This is to inform all the first year and second year students of MBA that a seminar on Marketing Analytics And Marketing Mix Modelling has been scheduled on the following date and time.  
Your attendance in the seminar is mandatory.

Date: 25.01.2024

Time: 11:00 AM onwards

Venue: Online Mode.

Prof. (Dr.) Somroop Siddhanta

HoD, FMS, BCREC

## Faculty of Management Studies

Dr. B. C Roy Engineering College, Durgapur

Seminar Title: Marketing Analytics And Marketing Mix Modelling


### PROGRAMME SCHEDULE

SESSION TIME	PROGRAMME COMPONENT
11:00 AM - 11:10 AM	OPENING ADDRESS BY STUDENT VOLUNTEER
11:10 AM – 11:20 AM	WELCOME ADDRESS BY DR. SOMROOP SIDDHANTA, HOD, FMS
11:20 AM – 1:20 PM	INTERACTIVE SESSION BY GUEST OF HONOUR, MR. AMOY DUTTA
1:20 PM – 1:30 PM	QUESTION AND ANSWER SESSION
1:30 PM – 1:35 PM	VOTE OF THANKS BY STUDENT ANCHOR

*Somnup Siddhanta*

Head  
Faculty of Management Studies  
Dr. B. C. Roy Engineering College, Durgapur

## BANNER




**FACULTY OF MANAGEMENT STUDIES (FMS)**  
DR. B.C.ROY ENGINEERING COLLEGE, DURGAPUR

**Topic:**  
**Marketing Analytics and Market Mix  
Modelling**



**RESOURCE PERSON:**  
Mr. Abhijit Chatterjee  
Assistant Vice President  
Celusion Technologies, Mumbai



Venue: FMS, BCREC  
25th January (Thursday), 2024  
11:00AM & Onwards

**IIPP Seminar Series 2024**

*Soumya S. Chatterjee*  
Head  
Faculty of Management Studies  
Dr. B. C. Roy Engineering College, Durgapur

**FACULTY OF MANAGEMENT STUDIES**

**DR. B. C ROY ENGINEERING COLLEGE, DURGAPUR**

**ATTENDANCE FOR SEMINAR ON - MARKETING ANALYTICS AND MARKETING  
MIX MODELLING**

- \* Meet - soe-ydbq-tih
- \* Meeting code: soe-ydbq-tih
- \* Created on 2024-01-25 12:08:21
- \* by <https://chrome.google.com/webstore/detail/google-meet-attendance-li/appcnhiecdclcdjeahgklghghihfok>

Full Name	First Seen	Time in Call
001-Dibyendu Kolay	25-01-2024 12:08	00:38:41
025_Oindrila Chatterjee	25-01-2024 12:08	00:38:41
072_Sagarika Bouri	25-01-2024 12:08	00:38:41
09 - SWATI KUMARI	25-01-2024 12:08	00:38:41
127_Anchal Singh	25-01-2024 12:08	00:38:41
263 Sujeetkumar Choudhary	25-01-2024 12:08	00:38:41
AMISHA SAH	25-01-2024 12:08	00:38:41
Aarti Shaw	25-01-2024 12:08	00:38:41
Abhijit Chatterjee	25-01-2024 12:08	00:38:41
Abhijit Das	25-01-2024 12:08	00:38:41
Additiya Pani	25-01-2024 12:08	00:38:41
Aftab Raza	25-01-2024 12:08	00:38:41
Akash Kumar Singh	25-01-2024 12:08	00:38:41
Anay kundu	25-01-2024 12:08	00:38:41
Aniket Gautam	25-01-2024 12:08	00:38:41
Anshu Singh	25-01-2024 12:08	00:38:41
Apurba Gorai	25-01-2024 12:08	00:38:41
Arka Jeet	25-01-2024 12:08	00:38:41
Arkadip Bishayee	25-01-2024 12:08	00:38:41
Arpita Mallick	25-01-2024 12:08	00:38:41
Ashish Jha	25-01-2024 12:08	00:38:41
Asif Islam	25-01-2024 12:08	00:38:41
BISHAL MONDAL	25-01-2024 12:08	00:38:41
Bijoy Gupta	25-01-2024 12:08	00:38:41
Bipul Bardhan	25-01-2024 12:08	00:38:41
DEBAPRIYA GHOSH	25-01-2024 12:08	00:38:41
Debalina Mukherjee	25-01-2024 12:08	00:38:41
Debidas Ghosh	25-01-2024 12:08	00:38:41
Dip Saha	25-01-2024 12:08	00:38:41

*Soumya S. Dhanu*  
Head  
Faculty of Management Studies  
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Dr. Arunava Mookherjee	25-01-2024 12:08	00:38:41
Gourav Show	25-01-2024 12:08	00:38:41
ISHANI BHATTACHARYYA	25-01-2024 12:08	00:38:41
Indrajit Mondal	25-01-2024 12:08	00:38:41
Indrani	25-01-2024 12:08	00:38:41
MOUMI BANERJEE	25-01-2024 12:08	00:38:41
Mahima Gupta	25-01-2024 12:08	00:38:41
Moitrayee Roy	25-01-2024 12:08	00:38:41
Mukesh Yadav	25-01-2024 12:08	00:38:41
Nandini Banerjee	25-01-2024 12:08	00:38:41
Pratyasha Seal	25-01-2024 12:08	00:38:41
Priyanka Singh	25-01-2024 12:08	00:38:41
Puja Dhar	25-01-2024 12:08	00:38:41
Ritabrata Bhattacharya	25-01-2024 12:08	00:38:41
RUPARNA NANDI	25-01-2024 12:08	00:38:41
Ranjan Tiwary	25-01-2024 12:08	00:38:41
Rituraj Sahoo	25-01-2024 12:08	00:38:41
Ritwik Ghosh	25-01-2024 12:08	00:38:41
Riu Tewary	25-01-2024 12:08	00:38:41
Robin Kumar Chatterjee	25-01-2024 12:08	00:38:41
Rohit Agarwal	25-01-2024 12:08	00:38:41
Rohit Prasad	25-01-2024 12:08	00:38:41
SUBHAM ROY	25-01-2024 12:08	00:38:41
SUDIPTA MONDAL	25-01-2024 12:08	00:38:41
Tausif Khan	25-01-2024 12:08	00:38:41
Sandhya Agarwal	25-01-2024 12:08	00:38:41
Sayanti Das	25-01-2024 12:08	00:38:41
Shilpi Chatterjee	25-01-2024 12:08	00:38:41
Singh Pallavi	25-01-2024 12:08	00:38:41
Sohan chakraborty	25-01-2024 12:08	00:38:41
Sohini Sen	25-01-2024 12:08	00:38:41
Soma Mondal	25-01-2024 12:08	00:38:41
Soumo Roy	25-01-2024 12:08	00:38:41
Soumya Bhattacharya	25-01-2024 12:08	00:38:41
Sreya	25-01-2024 12:08	00:38:41
Srinjoy Das	25-01-2024 12:08	00:38:41
Subhasis Datta	25-01-2024 12:08	00:38:41
Suhita Ghosh	25-01-2024 12:08	00:38:41
Sukrita Sarkar	25-01-2024 12:08	00:38:41
Supriyo Paul	25-01-2024 12:08	00:38:41
Sweta Kumari	25-01-2024 12:08	00:38:41
Tania Mukherjee	25-01-2024 12:08	00:38:41
Zabir Hussain	25-01-2024 12:08	00:38:41
anamika nandi	25-01-2024 12:08	00:38:41
asmita dey	25-01-2024 12:08	00:38:41
bhaswati roy	25-01-2024 12:08	00:38:41

*Soumya Siddhanta*  
**Head**  
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indrani sengupta	25-01-2024 12:08	00:38:41
jeet chaki	25-01-2024 12:08	00:38:41
krishna roy	25-01-2024 12:08	00:38:41
navojit choudhury	25-01-2024 12:08	00:38:41
niloy bhattacharjee	25-01-2024 12:08	00:38:41
sayanti samanta	25-01-2024 12:08	00:38:41
shubajeet gorai	25-01-2024 12:08	00:38:41
somroop siddhanta	25-01-2024 12:08	00:38:41
yogesh Chaurasia	25-01-2024 12:08	00:38:41

*Somnig Siddhanti*

**Head**  
**Faculty of Management Studies**  
**Dr. B. C. Roy College of Engineering, Durgapur**

**Faculty of Management Studies**  
**Dr. B C Roy Engineering College, Durgapur.**

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**Title of the Event:** Seminar on “Marketing Analytics and Marketing Mix Modelling ”

**Objective of the Event:** To make the students cognizant of the current business trends, get motivation and upgrade them.

**Date & Time:** 25<sup>th</sup> January 2024, 11:00 am onwards

**Number of Student Participants:** 73

**Number of Faculty Participants:** 10

**Mode of Session delivery:** Online with Interactive session.

**Speaker details:** Mr. Abhijit Chatterjee is the Assistant Vice President at Celusion Technologies, Mumbai.

**BANNER**

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## SEMINAR ON - MARKETING ANALYTICS AND MARKETING MIX MODELLING

The seminar on Marketing Analytics and Marketing Mix Modelling provided a deep overview of key concepts and strategies in the field of marketing. The Seminar was started by a student anchor with an introductory speech about the relevant topic and then welcoming the Guest speaker Mr. Abhijit Chatterjee in the seminar. HOD FMS Dr. Somroop Siddhanta next welcomed the special guest with a bouquet and said a few words on how marketing is applicable and helpful for businesses and the importance of it in the future. Then the student anchor requested Mr. Abhijit Chatterjee to deliver his experience and to say a few words.

Mr. Chatterjee started with the concept of Marketing Analytics and highlighted the importance of marketing in the corporate world. He talked on product research, explained how to develop a marketing strategy for the business, how to measure how competitive the market is, and how this product will stand out from that of the rivals. Next, he delved into predicting the future campaign results and withdrawing customer information – about how to collect information about the customers, who the customers and the target audience are. He then moved on to how to follow the right channels and gave the examples of SMS and Whatsapp messages which are in boom right now. Lastly he pointed out that a product is to be made based on the customer tastes and preferences and gave the examples of Nokia, Kodak etc. to explain his point. Moving on to the key components of Marketing Analytics, he continued about how to gather accurate real time data, what are the current demands and who are the target audience. Mr. Chatterjee further mentioned that to analyse the data one has to deeply study the data collected and make it ready to interpret and draw inference from it. Mr. Chatterjee then took up the case study of Netflix and asked the crowd to focus on issues such as how the viewers are watching, how many are taking subscription plans every month, number of devices used for streaming and many more. Next he discussed about the Optimizer Features, how it works and how it helps businesses to reduce their marketing expenditures and increase revenue from the previous earnings. The students found the session thoroughly engaging and informative.

The session came to an end with a brief question and answer round which was followed by HOD, FMS giving special thanks to the honourable speaker for sharing his insight on such a contemporary topic. This was followed by special thanks by Dr. Arunava Mookherjee who added her viewpoints on this session which was really a productive one and enriching for everyone. Dr. Mookherjee mentioned that marketing has gone through a paradigm shift in the past few years which has impacted the businesses immensely. The session ended with a good note and concluded by the student anchor.

*Somroop Siddhanta*  
Head  
Faculty of Management Studies  
Dr. B. C. Roy Engineering College, Durgam



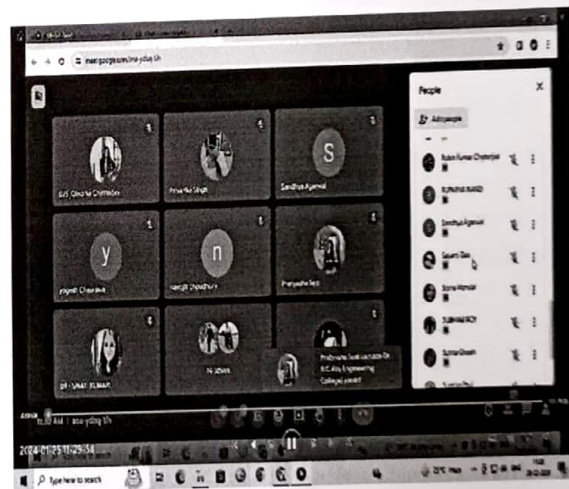
## PHOTO GALLERY



Welcome Address by Dr. Somroop Siddhanta



Beginning of the Session



Mr. Abhijit Chatterjee Addressing the Audience

*Somroop Siddhanta*

**Head**  
**Faculty of Management Studies**  
**Dr. B. C. Roy Engineering College, Durgapur**



Question and Answer Session



Vote of Thanks by Student Anchor

#### Speaker's Profile:

**Mr. Abhijit Chatterjee** is Assistant Vice President, Celusion Technologies, Mumbai. He is a performance driven professional with more than 18 years of experience in Banking & Finance domain. He has interest in development of scorecard, decision rule engine, co lending middleware. Currently handling lending automation for major Banks and NBFCs in India. He has been an integral part of implementation of Co lending Middleware for SIDBI & UCO Bank. He has worked with companies of repute like ICICI Bank, L&T Finance, Reliance Capital at various leadership level. He is a passionate trainer and he has been associated with Organizations of repute like Equalifi, BYST and many more.

*Soumya Siddhanta*

**Head**  
**Faculty of Management Studies**  
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