



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

(Approved by AICTE & Affiliated to MAKAUT, WB)

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## NOTICE

14<sup>th</sup> March, 2024.

This is to inform all the first year and second year students of MBA that a webinar on Consumer Analytics Using Advanced Excel has been scheduled on the following date and time. Your attendance in the webinar is mandatory.

Date: 18.3.2024

Time: 11:30 AM onwards

Venue: Online Mode.

Prof. (Dr.) Somroop Siddhanta

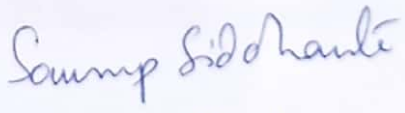
HoD, FMS, BCREC

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

**Webinar Title: Consumer Analytics Using Advanced Excel**

**PROGRAMME SCHEDULE**

SESSION TIME	PROGRAMME COMPONENT
11:30 AM - 11:40 AM	OPENING ADDRESS BY STUDENT VOLUNTEER
11:40 AM – 11:50 AM	WELCOME ADDRESS BY DR. SOMROOP SIDDHANTA, HOD, FMS
11:50 AM – 1:50 PM	INTERACTIVE SESSION BY GUEST OF HONOUR, Ms. MADHABI SINHA
1:50 PM – 2:00 PM	QUESTION AND ANSWER SESSION
2:00 PM – 2:05 PM	VOTE OF THANKS BY STUDENT ANCHOR

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

## BANNER

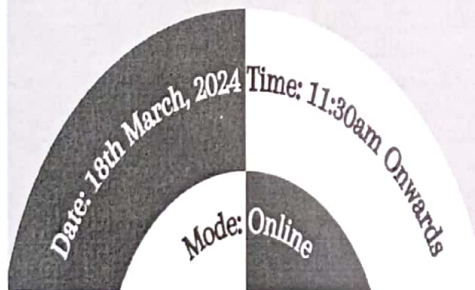


DR. B.C.ROY ENGINEERING COLLEGE, DURGAPUR  
FACULTY OF MANAGEMENT STUDIES (FMS)

**Topic: Consumer Analytics Using  
Advanced Excel**



Madhabi Sinha, Director  
M/S Growth Ladder, Kolkata



**IIPP Seminar Series 2024-III**

*Sourav Siddhanta*

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 Webinar on Consumer Analytics Using Advanced Excel**

**Date: 18<sup>th</sup> March, 2024.**

- \* sjs-oiqt-mfd
- \* Meeting code: sjs-oiqt-mfd
- \* Created on 2024-03-18 11:31:56
- \* by <https://chrome.google.com/webstore/detail/google-meet-attendance-li/appcnhiecidclcdjeahgklghghihfok>

Serial No.	Full Name	First Seen	Time in Call
1	001-Dibyendu Kolay	18-03-2024 11:31	01:34:20
2	025_Oindrila Chatterjee	18-03-2024 11:31	01:34:20
3	072_Sagarika Bouri	18-03-2024 11:31	01:34:20
4	09 - SWATI KUMARI	18-03-2024 11:31	01:34:20
5	263 Sujeetkumar Choudhary	18-03-2024 11:31	01:34:20
6	AMISHA SAH	18-03-2024 11:31	01:34:20
7	AMIT SINGH	18-03-2024 11:31	01:34:20
8	ANIKET GAUTAM	18-03-2024 11:31	01:34:20
9	AYAN CHOWDHURY	18-03-2024 11:31	01:34:20
10	Aarti Shaw	18-03-2024 11:31	01:34:20
11	Abhijit Das	18-03-2024 11:31	01:34:20
12	Additiya Pani	18-03-2024 11:31	01:34:20
13	Aftab Raza	18-03-2024 11:31	01:34:20
14	Anay kundu	18-03-2024 11:31	01:34:20
15	Anchal Singh	18-03-2024 11:31	01:34:20
16	Ankita Laha	18-03-2024 11:31	01:34:20
17	Anshu Kumar Singh	18-03-2024 11:31	00:00:00
18	Anshu Sharma	18-03-2024 11:31	01:34:20
19	Anshul Sinha	18-03-2024 11:31	01:34:20
20	Anupama Das	18-03-2024 11:31	01:34:20
21	Arindam Dey	18-03-2024 11:31	01:34:20
22	Arka Jeet	18-03-2024 11:31	01:34:20
23	Arpita Mallick	18-03-2024 11:31	01:34:20
24	Ashish Jha	18-03-2024 11:31	01:34:20
25	Atanu Gope	18-03-2024 11:31	01:34:20
26	BISHAL MONDAL	18-03-2024 11:31	01:34:20
27	Bijoy Gupta	18-03-2024 11:31	01:34:20
28	Debalina Mukherjee	18-03-2024 11:31	01:34:20
29	Debidas Ghosh	18-03-2024 11:31	01:34:20
30	Dip Saha	18-03-2024 11:31	01:34:20
31	Dipjoy Das	18-03-2024 11:31	01:34:20
32	Dr. Arunava Mookherjee	18-03-2024 11:31	01:34:20
33	Gourav show	18-03-2024 11:31	01:34:20
34	ISHANI BHATTACHARYYA	18-03-2024 11:31	01:34:20
35	Indrajit Mondal	18-03-2024 11:31	01:34:20

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36	Indrani	18-03-2024 11:31	01:34:20
37	Lalima Mukherjee	18-03-2024 11:31	01:34:20
38	MOUMI BANERJEE	18-03-2024 11:31	01:34:20
39	Madhabi Sinha	18-03-2024 11:31	01:34:20
40	Mahima Gupta	18-03-2024 11:31	01:34:20
41	Moltrayee Roy	18-03-2024 11:31	01:34:20
42	Nandini Banerjee	18-03-2024 11:31	01:34:20
43	PRANAV RAJ	18-03-2024 11:31	01:34:20
44	Payal Chatterjee	18-03-2024 11:31	01:34:20
45	R B	18-03-2024 11:31	01:34:20
46	RUPARNA NANDI	18-03-2024 11:31	01:34:20
47	Ranjan Tiwary	18-03-2024 11:31	01:34:20
48	Rituraj Sahoo	18-03-2024 11:31	01:34:20
49	Riu Tewary	18-03-2024 11:31	01:34:20
50	Robin Kumar Chatterjee	18-03-2024 11:31	01:34:20
51	Rohit Agarwal	18-03-2024 11:31	01:34:20
52	Rohit Prasad	18-03-2024 11:31	01:34:20
53	SUBHAM ROY	18-03-2024 11:31	01:34:20
54	Sandhya Agarwal	18-03-2024 11:31	01:34:20
55	Saswata Prithviraj Banerjee	18-03-2024 11:31	01:34:20
56	Sayan Ghosh	18-03-2024 11:31	01:34:20
57	Sayanti Das	18-03-2024 11:31	01:34:20
58	Shilpi Chatterjee	18-03-2024 11:31	01:34:20
59	Shreya Maiti	18-03-2024 11:31	01:34:20
60	Shreyasi Das	18-03-2024 11:31	01:34:20
61	Singh Pallavi	18-03-2024 11:31	01:34:20
62	Sneha Kriti	18-03-2024 11:31	01:34:20
63	Soma Mondal	18-03-2024 11:31	01:34:20
64	Soumya Bhattacharya	18-03-2024 11:31	01:34:20
65	Sourav Sharan	18-03-2024 11:31	01:34:20
66	Sreya	18-03-2024 11:31	01:34:20
67	Srija Banerjee	18-03-2024 11:31	01:34:20
68	Srinjoy Das	18-03-2024 11:31	01:34:20
69	Suhita Ghosh	18-03-2024 11:31	01:34:20
70	Sukrita Sarkar	18-03-2024 11:31	01:34:20
71	Sumantra Bhattacharya	18-03-2024 11:31	01:34:20
72	Supratim Bit	18-03-2024 11:31	01:34:20
73	Supriyo Paul	18-03-2024 11:31	01:34:20
74	Sweta Kumari	18-03-2024 11:31	01:34:20
75	Tania Mukherjee	18-03-2024 11:31	01:34:20
76	Tanisha Das	18-03-2024 11:31	01:34:20
77	amitava ghosh	18-03-2024 11:31	01:34:20
78	anamika nandi	18-03-2024 11:31	01:34:20
79	asmita dey	18-03-2024 11:31	01:34:20
80	bhaswati roy	18-03-2024 11:31	01:34:20
81	debshilpi guha	18-03-2024 11:31	01:34:20
82	indrani sengupta	18-03-2024 11:31	01:34:20
83	jeet chaki	18-03-2024 11:31	01:34:20
84	koushik senapati	18-03-2024 11:31	01:34:20
85	krishna roy	18-03-2024 11:31	01:34:20
86	navojit choudhury	18-03-2024 11:31	01:34:20
87	niloy bhattacharjee	18-03-2024 11:31	01:34:20
88	publicrelations	18-03-2024 11:31	01:34:20
89	rohit tiwari	18-03-2024 11:31	01:34:20
90	sayanti samanta	18-03-2024 11:31	01:34:20
91	shibnath mondal	18-03-2024 11:31	01:34:20

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92	shubajeet gorai	18-03-2024 11:31	01:34:20
93	somroop siddhanta	18-03-2024 11:31	01:34:20

*Somroop S. Siddhanta*

*Head*

Faculty of Management Studies  
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**Title of the Event:** Consumer Analytics Using Advanced Excel

**Objective of the Event:** To help participants learn to analyze the collected data and draw inferences about how to attract and maintain the customers and to provide insights into customer behavior and their needs - that is essential to survive the challenging environment of businesses.

**Date & Time:** 18th March, 2024; 11:30 am onwards.

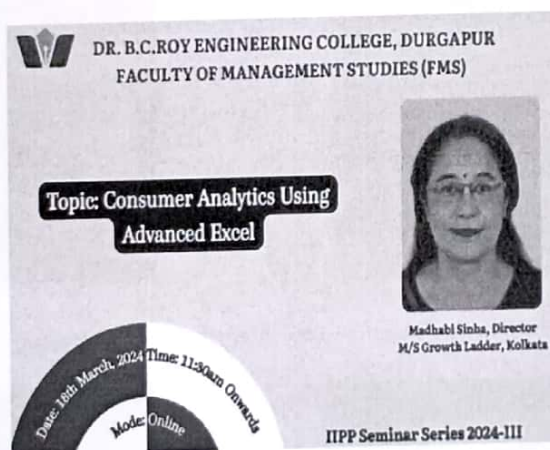
**Number of Student Participants:** 80

**Number of Faculty & Staff Participants:** 13

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

**Speaker details:** Ms. Madhabi Sinha is the Director of M/S Growth Ladder, Kolkata.

**BANNER**



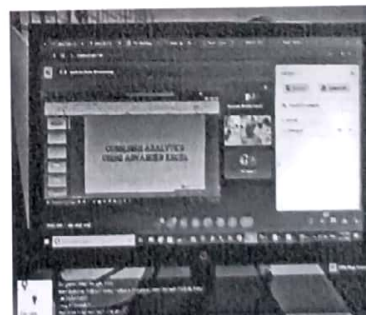
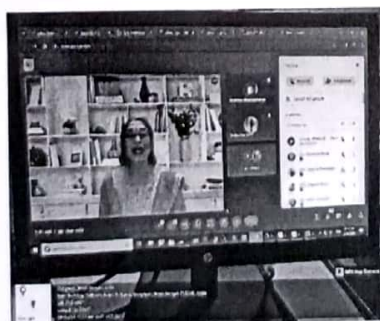
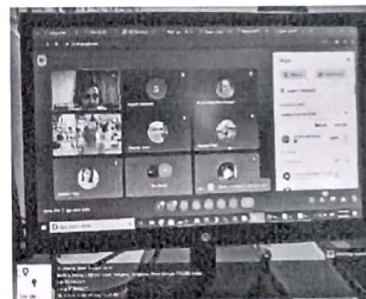
The webinar on Consumer Analytics Using Advanced Excel was conducted by Ms. Madhabi Sinha, Director, M/S Growth Ladder, Kolkata. At the outset an opening address was given by the student anchor followed by a welcome address by HoD FMS, Prof. (Dr.) Somroop Siddhanta. Madam Sinha started her session with a brief introduction on the four P's of marketing, namely, product, price, place

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and promotion, and how the knowledge can help in the development of strategies to introduce a new product to the prospective customers. She then briefed on why consumer analytics is such a relevant topic today and drew the attention of the audience on the issue of customer lifetime value. She highlighted some metrics to understand the concept, such as the average purchase value, average purchase frequency rate, churns rate and how they can be measured. Madam Sinha then went on to explain the idea of customer lifetime value in some more detail and how its calculation can be useful when customer revenue and customer retention rates do not change much over time. She took simple real life examples to calculate the customer lifetime value. The discussion then moved towards RFM analysis, RFM standing for recency, frequency and monetary value, which is a way to use data based on existing customer behavior in order to predict how a new customer is likely to act in the future. Following this Ms. Sinha moved to a practical session showing the use of Excel in consumer analytics, highlighting areas where excel can prove to be a useful tool and taught on application of arrays, pivot tables, pie charts and bar graphs in the presentation of data. The session was indeed very informative and promising as the students got valuable inputs and the webinar on such a topic was of immense help and a great learning for them. The talk ended with a short question and answer round, followed by a vote of thanks by the student anchor.

### Photo Gallery



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**Speaker's Profile:**

Ms. Madhabi Sinha Madam completed her MSc. in Economics from Calcutta University. She also holds a post-graduate diploma in Management (Operations Management) and an advanced Diploma in Systems Management. She is certified in Stress Management and Soft Skills as well. She had a long-time association of 28 years with multinational organizations like DHL and BBA Reman in senior managerial positions primarily working in the area of Information Technology and Analytics. Now she is successfully running her start-up "Growth Ladder" Academy in the field of Education and Web Development.

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