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Industry stalwarts take part in IIM 'Conflux 2017'

IIM, Vizag organised its first ever business conclave 'Conflux 2017' with the theme "Analytics as a source of Business Innovation". The event saw participation from students from across institutes in the city. It had various industry stalwarts bringing out valuable insights from their sectors and how the use of analytics has disrupted the norms. "It is easy to acquire data, but extracting the insights out of data is important and that is what exactly analytics does," said IIM director Chandrasekhar. Srinivas Sriramdas, VP Deloitte, spoke about marketing analytics. A panel discussion on growth of data analytics was also organised as part of the event. ENS