

FDP Report

Title: Short- Term Course - Business Analytics with AI

Jointly Organized by Internal Quality Assurance Cell (IQAC), Government College (Autonomous), Rajahmundry, Andhra Pradesh,

& Dept. of Research & Publication, A2Z EduLearningHub LLP, Kerala, India

Date & Time: 5th, 6th, 7th, 8th, & 9th August 2024 @ (IST) 7.00 pm to 8.30 pm

Venue: Online (Zoom)

Course Convenor:

Dr. A.A.Annapurna

Asst. Professor, Department of commerce & Management studies & Codinator IQAC, Government college (Autonomous), Rajamudy

Course Coordinator:

Aswathy K R. Academic Head, A2Z EdulerningHub

Course Instructor:

Ms. Remya R s. Technical Trainer - [Data Science/ Analytics, AI&ML], A2Z EdulearningHub

Total Participants attended: 52 (Indian participants 47, Foreign participants 5)

Screen shots

Government College Rajahmundry NAAC A+
An Autonomous Institution since 2000
Affiliated to Acharya Nageswari University
3.58 / 4.00 (2017-2019)

Short Term Certificate course on Fundamentals of Business Analytics with AI
ONLINE COURSE

Course offered by: Internet Quality Assurance Cell IQAC, Government College (Autonomous) Rajahmundry

In association with: A2Z Edu.LearningHub Kerala

5 Day course August 5 to 9 2024, 7.00 PM to 8.30 PM - IST

FREE Certificate & Recording's Charges- Registration & Participation ₹ 150/\$ 3

Venue: Online zoom

Course convener: Dr. A.A. Annapurna, Asst. Professor, Department of Commerce & Management Studies, & Coordinator IQAC, Government College (Autonomous) Rajahmundry

Course coordinator: Aswathy K R, Academic Head, A2Z Edu.LearningHub

For more Details & Registration visit: www.edulearninghub.com/ba

+91 90744 03089 | +91 99616 85028 | info@edulearninghub.com

zoom.us Meeting View Edit Window Help

Zoom Meeting

Recording...

Meeting Chat

Day 5 Joining link: Short Term Certificate cours...
Md Abdul Baten to Everyone 8:32 PM
Thank you very much ma'am
Sarah Merlyn to Everyone 8:32 PM
Thanks a lot to mam as well as the organizers
Md Abdul Baten to Everyone 8:32 PM
Great presentation
Sachin Chaurasia to Everyone 8:32 PM
Thankyou ma'am and sir
Sunia Bangal to Everyone 8:32 PM
Thank you

Who can see your messages? Recording On
To: Everyone
Type message here...

Participants: SURADA SANY..., Mounika_R, Rithika M, Mounika_R, Rine Wafula

zoom.us Meeting View Edit Window Help

Zoom Meeting

Recording...

Meeting Chat

Day 5 Joining link: Short Term Certificate cours...
Matthew Quayson to Everyone 8:26 PM
very clear
Sarah Merlyn to Everyone 8:26 PM
Yes mam
Albert Kewku Bedako to Everyone 8:26 PM
very well delivered madam
Jasvinder Kaur to Everyone 8:26 PM
Thnk u very much ma'am

Who can see your messages? Recording On
To: Everyone
Type message here...

Code Editor: Untitled.ipynb

```
Generate Now select following models and check the accuracy of Logistic Regression, Naive Bayes, Decision Tree, Random Forest Classifier, SVM, K-Nearest Neighbors, Support Vector Machine, Gradient Boosting, XGBoost, CatBoost, LightGBM, AdaBoost, Ensemble Methods, etc.

# prompt: Now select following models and check the accuracy of Logistic Regression, Naive Bayes, Decision Tree, Random Forest Classifier, SVM, K-Nearest Neighbors, Support Vector Machine, Gradient Boosting, XGBoost, CatBoost, LightGBM, AdaBoost, Ensemble Methods, etc.

from sklearn.linear_model import LogisticRegression
from sklearn.naive_bayes import GaussianNB
from sklearn.tree import DecisionTreeClassifier
from sklearn.ensemble import RandomForestClassifier
from sklearn.svm import SVC
from sklearn.metrics import accuracy_score, precision_score, recall_score, f1_score

models = [
    LogisticRegression(),
    GaussianNB(),
    DecisionTreeClassifier(),
    RandomForestClassifier(),
    SVC(),
    KNeighborsClassifier(),
    GradientBoostingClassifier(),
    XGBClassifier(),
    CatBoostClassifier(),
    LightGBMClassifier(),
    AdaBoostClassifier(),
    EnsembleClassifier()
]
```

completed at 8:18 PM

Participants: Remya R S

The screenshot shows a Zoom meeting window with a browser displaying the 'Real-time Air Quality Index' resource page. The page includes a search filter, a list of resources, and options to download or export data. The Zoom interface shows participants Remya R S, Prabha Shan..., and Pavithra Batta.

The screenshot shows a Zoom meeting window with a Jupyter Notebook open. The code defines a function to calculate the area of a rectangle and displays the result for length 6 and breadth 9. The Zoom interface shows participants Remya R S, Alimelu Anna..., and Pavithra Batta.

```

# Calculating the area
area = length * breadth

# Displaying the area
print("The area of the rectangle is:", area)

Enter the length of the rectangle: 6
Enter the breadth of the rectangle: 9
The area of the rectangle is: 54.0

```

The screenshot shows a Zoom meeting window with a slide titled 'Case Studies of Business Analytics in Various Industries'. The slide features a case study on 'Television and Media: The New York Times' and includes a newspaper clipping image. The Zoom interface shows participants Fred Torres C..., Alimelu Anna..., Syeda Kanez..., and Remya R S.

Case Studies of Business Analytics in Various Industries

Television and Media: The New York Times

- Challenge:** The New York Times wanted to understand reader behavior and increase digital subscriptions.
- Solution:** Utilized **data analytics** to analyze reader engagement, content preferences, and subscription patterns to tailor content and marketing strategies.
- Outcome:**
 - Increased digital subscription rates.
 - Improved reader engagement and retention.
 - Enhanced content strategy based on reader insights.

The New York Times

Our children are worth it

