

VISAKHAPATNAM

'Companies under pressure in data-driven world to do better'



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IIM-V holds business conclave on data analytics

Experts from supply chain management, marketing, banking and other related fields on Saturday opined that in the age of disruptive technologies and data-driven world, all the organisations were under constant pressure to reduce cost and attain better results.

They were speaking at a day-long Conflux, business conclave on analytics as a source of business innovation, organised here by Indian Institute of Management- Visakhapatnam.

In his address, Deloitte vice-president Srinivas Sriramdas said marketing had to be done with a scientific bent of mind as data analytics played an important role in understanding the customers' psyche.

He said in data-driven market, live data propelled fast decision-making. Data, he said, was nothing but maximising effectiveness with more return on investment (RoI). He said the message to all was 'stop speaking buzzwords and get real results.'

India Make Excellence Leader from Johnson & Johnson Consumer Products Sharmishtha Biswas described how supply chain management was intact in Japan when Tsunami hit Fukushima in 2011. He said what organisations need for better results was increasing visibility and reducing variability. Ernst & Young vice-president Anshuman Ghosh said with increase in longevity of life, healthcare had to be competitive.

IIM-V Director M. Chandrasekhar, head, Customer Analytics Utkarsh B. Somaiya, associate director, PricewaterhouseCoopers Himadri Ganguly, vice-president, Global Decision Management, Citi Shireen Ali, vice-president, HSBC Rajiv Kumar Singh, head-Advanced Analytics, Yatra Ritesh M. Srivastava and supply chain expert Sandeep Chatterjee spoke.

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