

2 Day Workshop (Webinar) on

# Data Collection to Deriving Insights!

19th & 20th August 2020

02:00 PM to 05:00 PM

**Facilitator:**

**Mr. Vignesh Raja**


**Management Consultant,**

**Product Head - WinFluentials Co**



# *Brief Overview*

**In this session, you will learn about techniques pertaining to Data Collection, Analysing and drawing Insights which matter the most for any business.**

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# *Session Content*

## *Day 1*

- **Data Collection-** The first step, once a Business Problem / Challenge has been understood.
- **Decode Primary & Secondary Research Methodologies**, and get to know use cases, when they are to be applied.
- **Learn about the elements involved in creating a Questionnaire.**
- **Get Comfortable using Survey Collection Softwares (Google Forms, Survey Monkey) - Hands-on session**

# *Session Content*

## *Day 2*

- **Recap of Day 1**
- **Data Interpretation Process on the basis of Data Collection.**
- **Understanding Data Analysis & Tools in Business Decision making.**
- **Primer to Data Visualization Tools.**
- **Case Assessments with industry relevant examples- Quiz**

# *For Whom?*

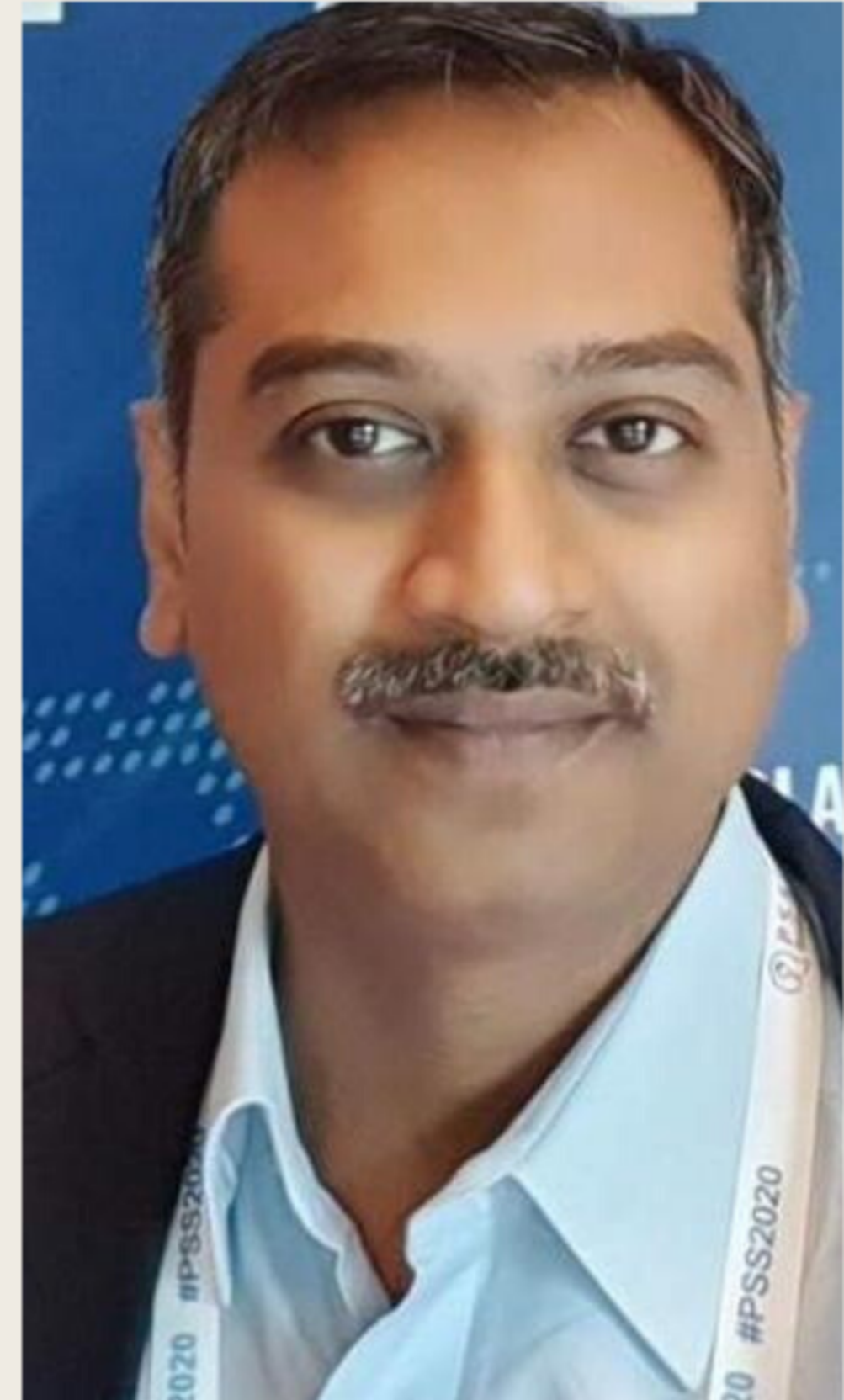


**Functional / Business Head /  
Market Analyst / Anyone who is  
interested to learn the art of  
collecting / capturing data for their  
business purposes and applying  
them to take business decisions.**



# *Facilitator*

Vignesh Raja is a seasoned business research, consulting professional with 15+ years of Industry experience, having served in Services, Manufacturing and e-Commerce segments. He is currently a Management Consultant and helps individuals and companies grow through custom research and intelligence. He has been a panelist, guest speaker and visiting faculty in numerous management forums. He is a certified Career Coach and helps students and professionals using his extensive industry experience. Vignesh has been an avid user of LinkedIn over the last 14+ years and is happy to share the learnings and benefits accrued along his way. He is an alumnus of BITS, Pilani and actively contributes in alumni related activities of BITSAA Chennai.



# Fee Details:



**MMA Member Fee:**

**₹1,399/-**

**(Including 18% GST)**

**Non - Member Fee:**

**₹1,399/-**

**+ 18% GST**

**For Registration, Mail us to [mma@mmachennai.org](mailto:mma@mmachennai.org)  
with Your Name, Contact Number & E-Mail ID  
(Please await our advice before making Payment)**



**For Details / Clarifications,**

**Mail us to**

**[mma@mmachennai.org](mailto:mma@mmachennai.org)**

**Contact**

**Mr Sriram - 9952019173**

**Gp Capt Dr Venkataraman -  
9444700068**

