



# Department of Finance GITAM School of Business, Hyderabad Organizing

## Virtual Workshop On

# "From Data to Decisions: Empowering Finance with Analytics"

From April 22-26, 2024



**Prof. R. Radhika**

Professor of Finance  
Head of the Department of Finance  
GITAM School of Business, Hyderabad

- ▶ Introduction to Financial Analytics with MS Excel
- ▶ Advanced Financial Analysis with MS Excel



**Prof. M. Jayasree**

Professor of Finance  
Program Chair, BBA  
GITAM School of Business, Hyderabad

- ▶ Financial Derivatives with MS Excel



**Dr. K. Sasi Kumar**

Associate Professor  
Program Chair, MBA  
GITAM School of Business, Hyderabad

- ▶ Introduction to Gretel for financial analytics
- ▶ Advanced Techniques with Gretel



**Dr. Ch Shankar**

Faculty of Finance and Business Analytics  
IQAC Chair, GSBH  
GITAM School of Business, Hyderabad

- ▶ Exploring Data with R Programming
- ▶ Advanced-Data Analysis with R Programming



**Dr. M. Venugopal**

Assistant Professor  
Department of Finance  
GITAM School of Business, Hyderabad

- ▶ Data Visualization Using Tableau
- ▶ Portfolio Optimization & Risk Management with Tableau



**CA Surya Laxmi.P**

Assistant Professor  
Department of Finance  
GITAM School of Business, Hyderabad

- ▶ Managing Personal Finance with MS Excel

**Registration Fee: Only 499/-  
(Rupees four hundred and ninety-nine only)**

The workshop fee includes:

- An e-certificate of participation upon successful completion of the workshop.
- Workshop materials comprising presentation slides, handouts, and other relevant resources.
- Video recordings of the workshop sessions for participants' reference and review.

*Don't miss this opportunity to enhance your skills and knowledge in financial analytics! Register now to secure your spot.*

**For more information:**

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### **About GITAM (deemed to be) University**

Founded by the visionary industrialist, educationist, philanthropist, and former parliamentarian Dr. M.V.S.S. Murthi, who served as the Founder-President guiding the institution from its inception until 2018, GITAM University has been a trailblazer in academic excellence and innovation. Under Dr. Murthi's leadership, GITAM flourished, expanding its reach to Hyderabad, Telangana, and Bengaluru, Karnataka. Presently, the university is scaling new heights under the dynamic leadership of Sri M. Sri Bharat, a young and enthusiastic President. With three campuses across Visakhapatnam, Hyderabad, and Bengaluru, GITAM continues to uphold its commitment to providing a transformative learning environment, fostering innovation, and contributing to societal development. Through its comprehensive academic programs, state-of-the-art facilities, and emphasis on community engagement, GITAM remains at the forefront of shaping the future of education in India.

### **About GITAM School of Business, Hyderabad (GSBH)**

The GITAM School of Business, Hyderabad (GSBH), is a distinguished Business School providing quality education in business and management. Located in Hyderabad, Telangana, GSBH is part of GITAM University, renowned for its academic excellence and holistic development. Offering undergraduate, postgraduate, and doctoral programs, GSBH equips students with the knowledge, skills, and perspectives needed to succeed in today's dynamic business landscape. With experienced faculty and industry experts, the school ensures a practical education that prepares students for leadership roles.

GSBH emphasizes experiential learning and industry exposure, facilitating internships, industry visits, and guest lectures by industry leaders. This hands-on experience enables students to gain insights into business management and industry practices. Additionally, GSBH prioritizes research and innovation, encouraging faculty and students to engage in cutting-edge research that addresses contemporary business challenges. Through its initiatives, GSBH aims to foster innovation and entrepreneurship and make meaningful contributions to the academic and business communities.

### **Scope of the Workshop**

The workshop aims to provide participants with comprehensive knowledge and practical skills in financial analytics using various tools and techniques. Over five days, renowned experts will cover various topics, including financial statement analysis, equity analysis, mergers and acquisitions analysis, portfolio analysis, and building financial models using MS Excel. Participants will also explore advanced areas such as financial derivatives, personal finance management, and data visualization using tools like Gretel, R programming, and Tableau.

Through hands-on sessions and practical exercises, attendees will gain proficiency in utilizing MS Excel for financial analysis, exploring the capabilities of Gretel for complex analytics tasks, harnessing the power of R programming for statistical analysis and predictive modeling, and leveraging Tableau for data visualization and portfolio optimization.

Moreover, the workshop will focus on real-world applications and case studies, enabling participants to apply their newfound knowledge and skills to solve practical financial problems. By the end of the workshop, attendees will be equipped with valuable insights and tools to enhance their capabilities in financial analytics, empowering them to make informed decisions and drive strategic outcomes in their respective fields.

### **Objectives of the Workshop:**

- To provide participants with a comprehensive understanding of financial analytics and its significance in modern business environments.
- To equip attendees with practical skills in financial statement analysis, equity analysis, mergers and acquisitions analysis, portfolio analysis, and building financial models using MS Excel.
- To explore advanced concepts in financial derivatives, personal finance management, risk management, retirement planning, debt management, and loan repayment analytics.
- To introduce participants to analytical tools such as Gretel, R programming, and Tableau for data analysis, visualization, and predictive modeling in financial contexts.
- To facilitate hands-on experience through practical exercises, case studies, and real-world applications, enabling participants to apply learned concepts to solve financial problems effectively.
- To enhance participants' analytical capabilities, decision-making skills, and strategic thinking in financial analysis and management.
- To provide a platform for networking, collaboration, and knowledge sharing among industry professionals, academics, and students interested in financial analytics and related fields.