N. L. Dalmia®
Institute of Management
Studies and Research
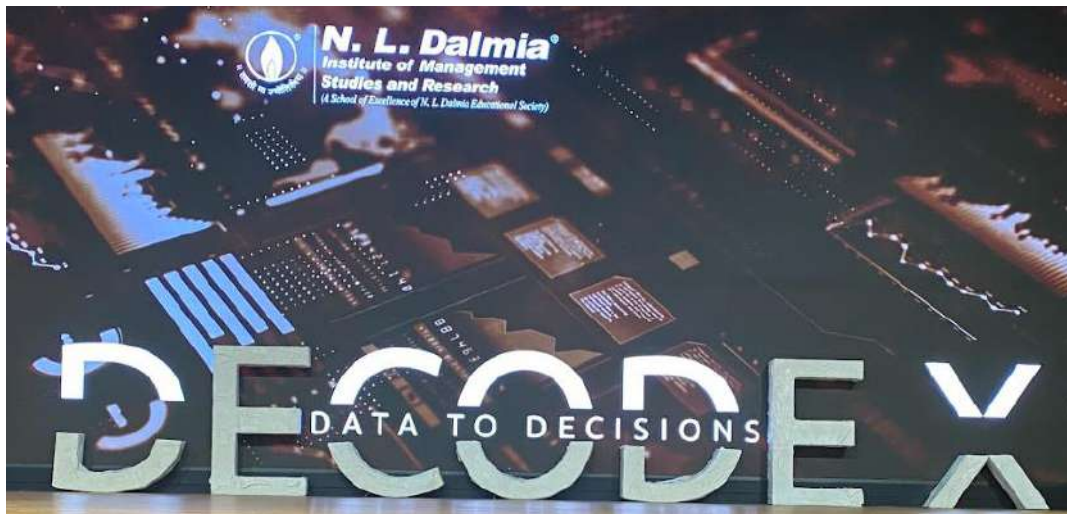(A School of Excellence of N. L. Dalmia Educational Society)

DECODE X 2024
DATA TO DECISIONS

2nd and 3rd March, 2024

DAY 1

The MetriX Committee at N. L. Dalmia Institute of Management Studies & Research was thrilled to host DeCodeX 2024, the premier event of the Business Analytics Program. This intense 24-hour hackathon challenged participants to solve a complex case study, stretching their analytical skills to the limit. Held overnight, the competition required teams to delve deep into evolving global economic conditions and their impact on asset valuation. The event was not just a test of endurance but also an opportunity for the brightest minds in business management to showcase their ability to navigate and decipher the intricate world of analytics under the pressure of time.

The proceedingscommenced with inspiring addresses by two esteemed figures: Mr. Mudit Dalmia, the Vice President, and Mr. Amul Desai, the Head of Department (HOD) for Business Analytics. Both leaderstook the stage to welcome and motivate the teams participating in the competition. Their speecheswere not only a formal start to the event but also a source of encouragement for the students, highlighting the importance of analytical skills, teamwork, and innovation.

The presence and wordsof Mr. Dalmia and Mr. Desai set a tone of enthusiasm and determination that resonated throughoutthe competition, making it a memorable experience for all involved.

The hosts**, Ms. Siddhi Malani** and **Ms. Saloni Sutaria**, welcomed the students from on a journey of introductions, each revealing a luminary who played a pivotal role in shaping the intellectual landscape of the event.

A Podcast session with Youtuber **Ms. Nikita Thakur** was conducted by student coordinator **Ms. Pooja Sharma** in the afternoon. Ms. Nikita is an alumnus of N. L. Dalmia High School.
Her YouTube channel explores a wide variety of thought-provoking topics, sparking conversations on social, cultural, and contemporary issues.

DeCodeX also had a series of workshops aimed at enhancing the skills and knowledge of participants for career advancement. The workshops covered a diverse range of topics relevant to today's professional landscape. Attendees included participants and undergraduates who were keen on upskilling themselves and gaining valuable insights from industry experts.

The 1st workshop was "**Introduction to BSE/NSE,**" which was led by **Mr. Dhawnik Shah**. This session catered to participantsinterested in understanding the functioning of stock markets and investment opportunities. Mr. Shahdelivered insights into the basics of trading, stock market indices, and the role of BSE (Bombay StockExchange) and NSE (National Stock Exchange) in the financial ecosystem. Participants learned how to analyze stock market trends, interpret financial data, and make informed investment decisions. Casestudies and interactive discussions enriched the learning experience, empowering them to apply theirknowledge effectively.

The second workshop, **"Unlocking GPT's Power for Everyday Life,"** was led by **Mr.Riddhik Rathod.**This session focused on introducing participants to the capabilities of Generative Pre-trained Transformers (GPT) and how they can be utilized in daily life. Attendees gained insights into leveraging GPT models for tasks such as text generation, summarization, and conversation generation. Mr. Rathod demonstrated practical applications and shared tips on maximizing the utility of GPT technology.

Mr. Vivek Sarda conducted the third workshop, **"MBA Entrance Exam Insights,"** aimed at students aspiring to pursue management education. This session provided valuable guidance and strategies for excelling in MBA entrance exams. Mr. Sarda's expertise and comprehensive approach equipped attendees with the tools needed to navigate the competitive landscape of MBA entrance exams successfully.

The final workshop **was "Introduction to Data Analytics,"** conducted by **Mr. Awesh Bhornya**. This session provided participants with a foundational understanding of data analytics, its importance, and its applications in various industries. Attendees learned about basic data analysis techniques, tools, and platforms commonly used in the field. Mr. Bhornya shared real-world examples to illustrate how data analytics can drive informed decision-making and business growth.

Rock-Band performance by Yugaant

On March 2, 2024, the renowned rock band Yugaant performed at the institute premises. The event drew a substantial crowd of rock music enthusiasts, eager to witness the electrifying performance promised by the band.

The concert took place at **N. L. Dalmia Institute of Management and Research**. The venue's spacious layout and excellent acoustics provided an ideal setting for Yugaant to showcase their musical prowess. Yugaant captivated the audience with their dynamic stage presence and skillful musicianship. The band delivered a high-energy performance, seamlessly blending elements of rock, metal, and fusion to create a unique sonic experience.

Lead vocalist mesmerized the crowd with powerful vocals, while the instrumentalists demonstrated exceptional proficiency on their respective instruments. The band's tight-knit chemistry was evident throughout the performance, as they effortlessly navigated through complex arrangements and improvised sections.

Yugaant treated the audience to a diverse setlist, featuring both original compositions and well-loved covers. Highlights of the evening included electrifying renditions of songs . Each track showcased the band's versatility and ability to captivate listeners with their dynamic sound.

The audience responded enthusiastically to Yugaant's performance, with cheers and applause filling the venue after each song. Concert-goers were seen singing along to their favorite tracks and engaging with the band members during breaks between songs.

Many attendees praised Yugaant's stage presence and musical talent, describing the experience as exhilarating and unforgettable. The band's ability to connect with the audience on an emotional level left a lasting impression on all those in attendance.
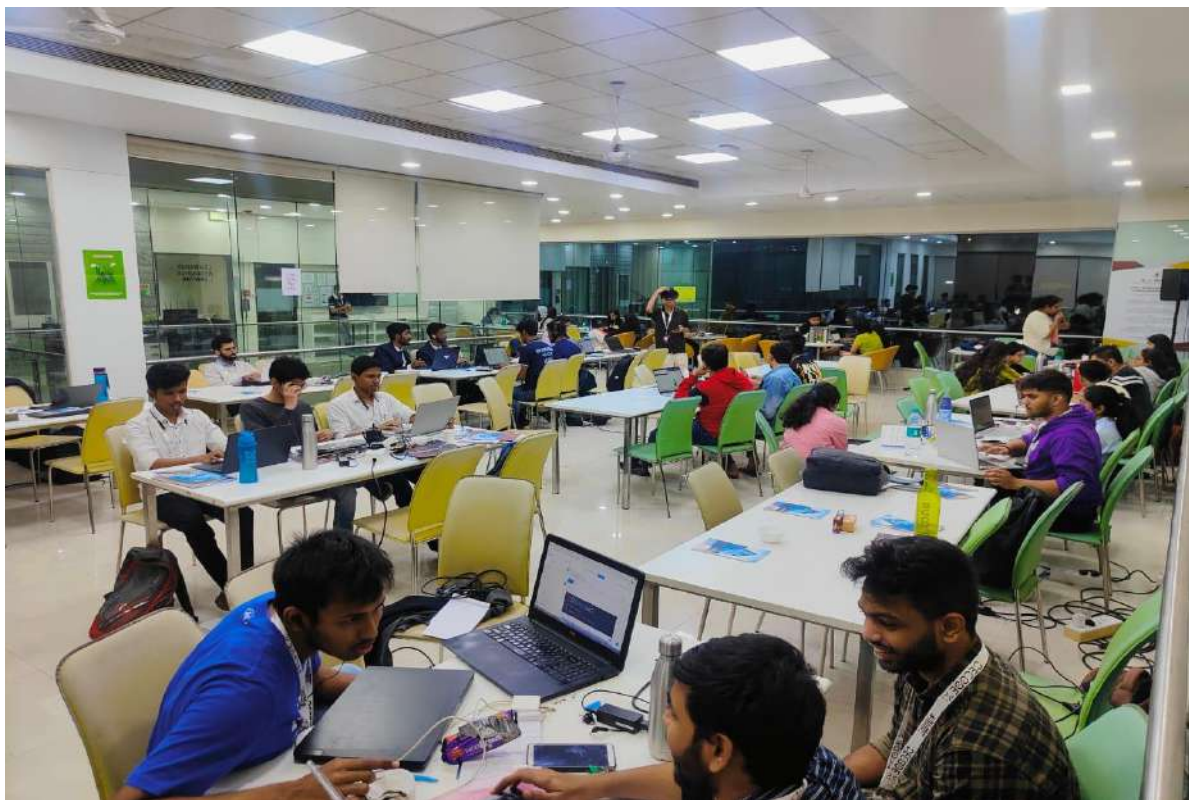
In conclusion, Yugaant's performance on March 2, 2024, was a resounding success, showcasing the band's status as one of the leading forces in the contemporary rock music scene. With their electrifying stage presence, exceptional musicianship, and diverse repertoire, Yugaant continues to solidify their reputation as a must-see act for rock music enthusiasts worldwide.

Captured here is the vibrant spirit and collective effort of the student management team and faculty members at the DeCodeX 2024 event. Their dedication and hard work are the keystones of the hackathon's success. Each member, wearing their badges of honor, stands as a testament to the power of collaboration and shared vision. This dynamic group has not only ensured the smooth execution of a complex event but has also fostered an environment where analytical acumen could shine. Together, they've created more than just an event; they've built an experience that will leave a lasting impression on all who participated.

Participants working overnight on their Use case.

Day 2

Trophies of DeCodeX

The second day of the event commenced with **Ms. Pooja Jha** and **Ms. Sara Dbritto**, our hosts, extending a warm welcome to all dignitaries, participants, faculty members, and the audience.

The **lighting of the lamp** by the dignitaries marked the ceremonial inauguration, followed by a heartfelt recitation of **Saraswati Vandana** by the audience.

Our VP Mr. Mudit Dalmia welcomed Mr. Kartik Shanker

With a career spanning over 17 years in the dynamic world of strategic partnerships, eCommerce, digital marketing, and sales strategy within the insurance and financial services industry, Sir brings a wealth of expertise to the table. As the Director of Partnerships & Alternate Channels at Credilio and with previous leadership roles at prominent organizations like Edelweiss Tokio Life Insurance and ICICI Prudential Life Insurance Company Limited, Kartik sir has demonstrated a profound understanding of leveraging analytics to drive business success.

Our CEO Dr. Seema Saini welcomed Mr. Divyesh Dagli

Sir is an accomplished and highly regarded management executive in the financial industry. With an illustrious career spanning over 19 years, Divyesh Sir currently holds the esteemed position of Group Executive Vice President and Head of Business Intelligence & Digitization for Retail Assets at **YES Bank**. His journey to this distinguished role has been marked by a relentless pursuit of excellence and a profound commitment to innovation.

Our Dean Academics Dr. Joyeeta Chatterjee welcomed Mr. Raghavendran Kandaswami

Sir is a digital strategy and data & AI professional with over 19 years of experience. Throughout his career, he has served as a key advisor to numerous digital transformation and data & AI programs for various organizations. His expertise lies in not only solving business problems but also in designing processes, roadmaps, and deploying defined strategies for sustainable value.
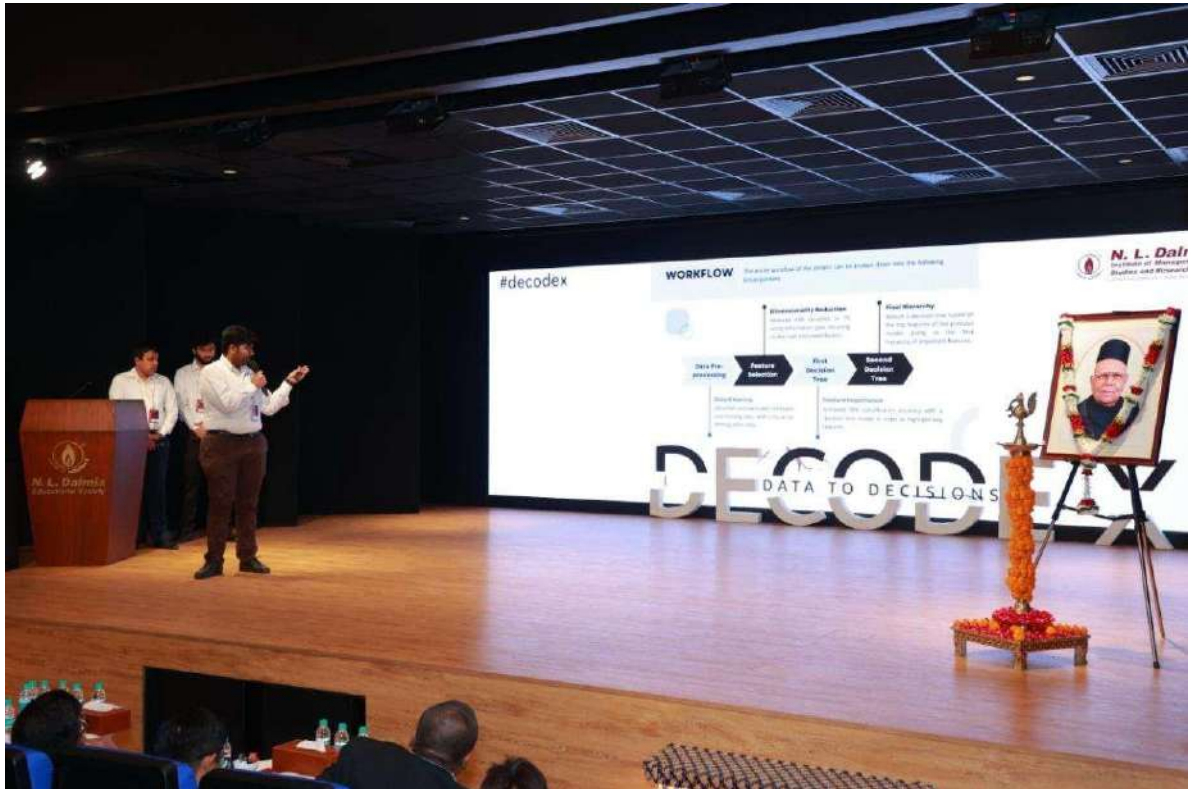
Our Director Dr. M A Khan welcomed Mr. Shubham Jha

Sir is an Analytics Professional with with more than 5 years of experience in Software Development & Project Implementation plus a MBA from NMIMS Mumbai and currently working as a Business Analyst at **Amazon India**. He Possess widespread and progressive experience in the IT industry, focusing on business analytics, design, development, implementation, and migration of large-scale, big budget business transformation projects. Impeccable knowledge for initiating applications with Algorithms and Data structures.
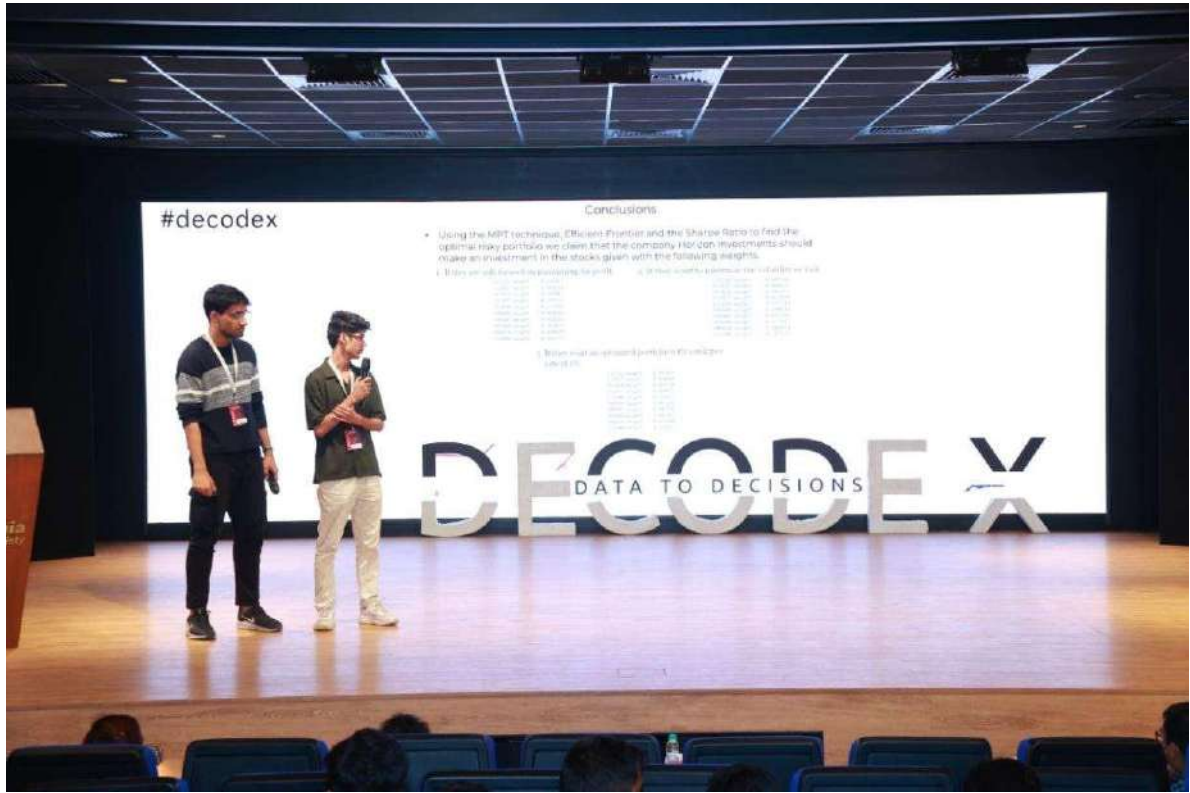
Final Presentation of Top 5 teams

Cyber Blaze

Team Manalytics

Team Analytics Ninja

Team Amaze

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Standup Show by Abijit Ganguly

The show took place on 3rd of march at the auditorium of N. L. Dalmia Institute of Management studies and Research, featuring Abijit Ganguly, a renowned comedian known for his witty and relatable humour. The audience comprised college students, faculty members, and staff, creating a vibrant atmosphere filled with laughter and enjoyment. Abijit Ganguly adeptly covered a wide range of topics, captivating the audience with his unique comedic style and observational humour. The following aspects were prominently featured in the performance:

The comedian humorously delved into the quirks and challenges of college life, touching upon themes such as procrastination, cafeteria food, late-night study sessions, and the perpetual struggle of balancing academics and social life. Through anecdotes, he highlighted various aspects of student culture, including dormitory experiences, roommate dynamics, campus events, and the universal fear of exams and deadlines. Beyond college-specific themes, the comedian offered insightful social commentary on contemporary issues, injecting humour into topics such as technology addiction, social media trends, and the complexities of modern relationships. Abijit Ganguly skilfully engaged with the audience, incorporating spontaneous interactions, witty comebacks, and improvised jokes tailored to the insitute environment, fostering a sense of camaraderie and connection with the attendees.

In this lively snapshot, the audience is thoroughly enjoying a moment of levity and shared joy, as they revel in the humor of stand-up comedian Abhijeet Ganguly. The air is thick with laughter, a testament to the comedian's ability to connect with his audience and lighten their spirits. It's a scene of collective amusement and relaxation, where the stresses of academic life give way to the universal language of laughter, bonding the group in a memorable experience of joy and entertainment.

Winners of the event.

Winner –First Position – Team Analytics Ninja

Team Analytic Ninja emerged victorious with their exceptional case study on Electric Demand Forecasting. Demonstrating a deep understanding of predictive analytics, they impressed the judges with their innovative approach to forecasting electric demand. Their analysis provided insightful solutions to optimize electricity distribution and usage, highlighting the importance of energy sustainability in today's world.

Second Position – Team Manalytics

Securing the second position, **Team Manalytics** showcased their expertise in Predictive Stock Analysis and Portfolio Construction. Their case study presented a sophisticated model that leverages historical data and predictive analytics to forecast stock market trends. By constructing a robust portfolio, they illustrated how investors can achieve diversified investments, minimize risks, and maximize returns, reflecting a deep understanding of the financial markets.

<u>*Third Position – Team Cyber Blaze*</u>

Team Cyber Blaze clinched third place with their case study on Pre-approved Personal Loan Targeting. They adeptly utilized data analytics to identify potential customers for pre-approved loans, thereby enhancing customer targeting strategies for financial institutions. Their approach not only demonstrated precision in analytics but also emphasized the significance of tailored financial solutions in enhancing customer satisfaction and loyalty.

In the heart of the event, poised on the stage of N. L. Dalmia Institute of Management Studies and Research, stands a group of achievers whose brilliance and analytical acumen have been celebrated. These individuals, encompassing the first, second, and third place winners of DeCodeX 2024's case study competition, represent the pinnacle of strategic innovation and business insight. Each team, through their winning case studies on Electric Demand Forecasting, Predictive Stock Analysis, and Personal Loan Targeting, has not only brought honor to themselves but also set a benchmark for excellence. They stand together, unified by their shared accomplishments, holding their awards—a testament to their hard work, dedication, and the collaborative spirit that defines the very essence of DeCodeX. Their success is a beacon of inspiration to their peers and a resounding affirmation of the institute's commitment to nurturing future leaders in the field of business analytics.

Vote of Thanks:

Ms. Pooja Sharma and Ms. Saloni Sutaria, on behalf of the MetriX committee, extend heartfelt thanks to all who contributed to the success of DeCodeX. From our esteemed guests and speakers to our dedicated volunteers and attendees, your support made this event unforgettable. Special gratitude to Vice President Mr. Mudit Dalmia and HoD Amul Desai for their invaluable guidance. The vibrant performances by Yugaant and Abijit Ganguly added an extra spark to the evening. Let's carry forward the spirit of collaboration and innovation as we continue our journey together.