



GOA INSTITUTE OF MANAGEMENT
PORIEM CAMPUS, SANQUELIM, GOA
0832 - 2366700/10

MANAGEMENT DEVELOPMENT PROGRAMMES



Driving Performance Using Dashboards

This MDP is aimed at equipping the participants with latest data analytics tools to uncover insights and hidden value that transforms business decision making.

16-17 December 2023 | In-Campus |
Executive Certificate from GIM

Overview

Today's fast paced and competitive executives need to adapt to a dynamic marketplace. To stay competitive, companies need to increasingly adopt an agile business management framework — and access to timely and relevant information is more valuable than ever.

Dashboards thus become an important tool that provides actionable information to stakeholders who want to understand how their activities affect performance objectives. Dashboards not only provide timely and easy-to-understand numeric and visual reports of KPIs but also give a high-level view of essential metrics of performance.

Business managers can better visualize variances between actual and expected metrics that signal detailed breakdowns, allowing them to quickly take necessary actions for progress.

Dashboards' underlying components (e.g., data sources, analytics, and functionality) have rapidly evolved as the digital era has produced additional descriptive data sources, enhanced real-time data feeds, and robust visualization, all of which make them useful for a 21st century business executive — at any level.

Last date of registration:

10 December 2023

Duration

2 Days – 6 Sessions

1st Day: 9:30 AM to 5 PM

2nd Day: 9:30 AM to 1 PM

Format

In-campus



Who Can Attend?

Level: Junior/Middle
Management

Functional Area: Marketing,
product, brand, sales, marketing
analyst

Industry Specific: No

**Prior Knowledge of Excel
Required:** No

Executives and Managers from other functional areas providing support for the organization's marketing activities may also find this program of interest.

- *Marketing Managers*
- *Sales Managers*
- *Digital Marketing Specialists*
- *Product Managers*
- *Entrepreneurs*
- *Business Analysts*
- *Customer Relationship Managers*
- *Advertising and PR Professionals*
- *E-commerce Managers*
- *Brand Managers*
- *Retail Managers*
- *Marketing and Sales Consultants*



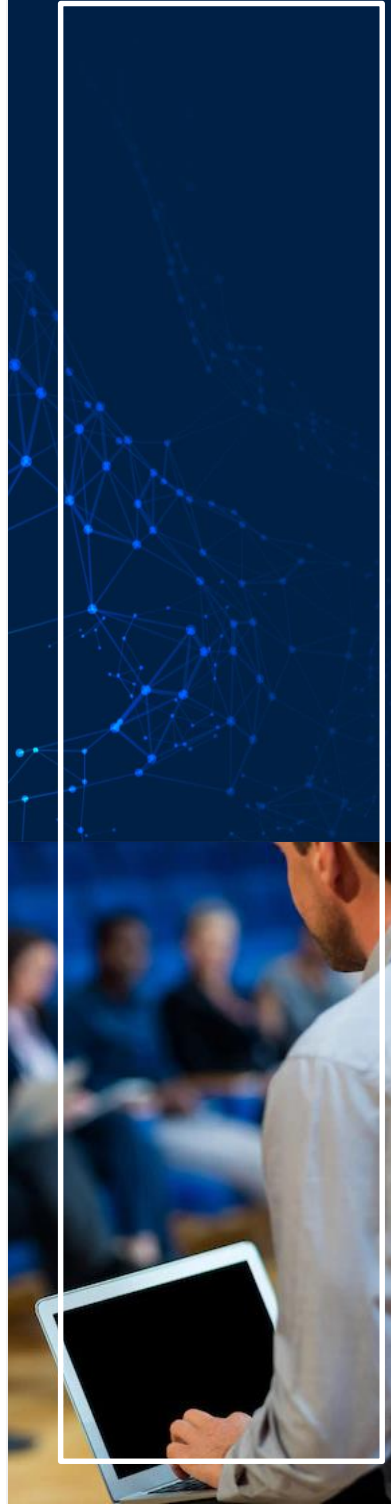
Highlights/Outcomes

Outcomes of the program:

- Learning basic and advanced Excel functionalities
- Visualizing multi-dimensional KPIs and their strategic implications
- Storytelling using data for decision making and intelligent forecasting
- Introduction to Microsoft Power BI

Pedagogy

- Lecture sessions
- Hands on exercises using datasets on Excel



Programme Modules

1. Introduction to Excel

Explore basic and advanced Excel functionalities for data analytics and visualization.

2. Multidimensional KPIs for Sales and Marketing

Selection and elimination of relevant indicators and metrics aligning to your sales and marketing goals.

3. Building Dashboards

Learn to build KPI dashboard in Excel and story telling through data.

4. Sales Forecasting

Master sales forecasting using data-analytics for strategic decision making. Introduction to Power BI.

Programme Mentor

Dr. Mauli Soni

Dr. Mauli Soni is an Assistant Professor of Marketing at the Goa Institute of Management. She earned her Ph.D. from IIM, Bangalore. Post completion of her MBA from IIM Raipur she has worked as a Sales and Marketing Manager overlooking channel development, management and growth, inventory management and promotional activities.

Her research articles are published in the Journal of Business Research and have been presented at multiple international conferences



Dr. Abhishek Naresh

Dr. Abhishek Naresh is an Assistant Professor of Economics at the Goa Institute of Management. He holds a Ph.D. from IIM Bangalore. He has worked for Service Strategy and Planning Department of After Sales Marketing at Maruti Suzuki India Limited driving service performance through data analytics.

He has been steering committee member of Digital Innovation Lab at BIT Mesra.

He has also facilitated workshops funded by Govt. of India.



Dr. Manish Kumar Pandey

Dr. Manish Pandey is an Assistant Professor of Data Science at the Centre for Quantitative Economics and Data Science, Bira Institute of Technology, Mesra. He completed his Ph.D. from IIT-BHU, Varanasi. He has more than 14 years of software development and research experience in the domain of Big Data Analytics and Artificial intelligence applications build prediction models for research projects.

Post his Ph.D. he worked as Research Scientist B for Dept. of Science and Technology (Govt. of India) for big data analytics in Climate Change and building dashboards using AI techniques.



Course Fees

Programme Fees: INR 20000 + 18% GST

The course fee covers 2 days of accommodation on a twin sharing basis, all meals, study material, and training kit. It does not include airport transfers, taxes, recreation etc.

A 10% discount is applicable for 3 or more participants.

The registration fees can be transferred through NEFT/IMPS. Following are the bank details:

Bank Account Number: **23611450000016**

Beneficiary Name: Goa Institute of Management Bank Name: HDFC Bank (Sanquelim Branch) IFSC Code: **HDFCOO02361**

Account Type: Savings Account

UPI/Gpay/PayTM



[Click here](#)

FOR **REGISTRATIONS**

**MDP OFFICE
GOA INSTITUTE OF MANAGEMENT
PORIEM, GOA-403505**

**Mail: mdpoffice@gim.ac.in,
Mobile: 9834161149**

To register click here:

<https://register.gim.ac.in/mdp/index.php?mdp=093f65e080a295f8076b1c5722a46aa2>



About GIM

Goa Institute of Management was established in the year 1993. It is an autonomous management school situated in Goa and affiliated to AICTE with accreditation by the NBA. This 29-year-old Institution offers a 2-year full-time flagship PGDM program to students. It also provides PGDM-Healthcare Management, PGDM- Big Data Analytics PGDM-Banking, Insurance and Financial Service, and Online MBA (PGDM) courses.

Executive Learning @ GIM

The Management Development Programme (MDP) at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The program helps equip the participants with critical capabilities to succeed in an ever-changing global business environment.