GOA INSTITUTE OF MANAGEMENT

"Next Marking" Management Education

PGDM – BIG DATA ANALYTICS
Placement Report 2020-2021

Foreword

In just three years since its inception, PGDM - Big Data Analytics has not only made a significant mark in the corporate world, it has also been acclaimed as one of the best courses for Analytics in the country by reputed corporate bodies. With a strong vision of creating data-savvy management professionals, the course is a unique amalgamation of Management and Analytics subjects that ultimately manifests in students as new-age skill sets that differentiate them from the lot by equipping them with Business acumen as well as Data fluency. In fact, it is this unique differentiating factor that has been attracting reputed organizations since inception so much so, that even during the tough times of COVID19, the course has achieved substantial growth not only in terms highest salary offered, but also in terms of our portfolio of reputed recruiters from a plethora of sectors.

More than 46 reputed organizations have made 101 offers* to our talented students for the year 2020-21. The course witnessed the likes of EY India, Deloitte, Goldman Sachs, Paytm, HDFC Bank, Axis Bank, RBL Bank, Natwest, Adobe, Adani Group, FedEx, Reliance Retail, SAS, VMware, Panasonic, Nabler, L&T Financial Services, ICICI Prudential, Cognizant, Novartis, Delhivery, Empower Retirement, and many others create a lasting partnership with us and ultimately giving opportunities to our data savvy managers.

We extend our sincere gratitude to our family of recruiters who have shown immense trust in the course and our students who bring a unique proposition to the table. 2020 saw a 35% increase in the highest salary at 21.6 LPA, and an average salary of 11.7 LPA. The median salary stood at 11 LPA. This just goes to show that even during times when the economy is down, the recruiters have put their faith on the course and the institute, which would definitely continue in the years to come.

Data as of Feb 2021

Words from the Director

Prof. Ajit Parulekar
Director
Goa Institute of Management

This is one of the first management programmes in the country focused on the exciting field of Big Data with an aim to create data-literate managers for the needs of the industry.

'Data is the new oil.' More specifically, Big Data Analytics is integral to the way business is done today and this spans across all kinds of businesses - from media, banking, healthcare, and IT to logistics, traffic management, retail buyer behaviour, and genetics. In 2018, we at the Goa Institute of Management introduced a two-year full-time PGDM programme in Big Data Analytics. This is one of the first management programmes in the country focused on the exciting field of Big Data with an aim to create data-literate managers for the needs of the industry. We believe that the need for managers with a strong command over the fundamentals of data science will only keep rising as more decisions and business insights become data-driven rather than intuitive. The feedback of the students of the first and second batches of the Big Data Analytics course has been very encouraging and the course is already carving out a niche in the industry. The programme has been structured by a board of studies comprised of leading academicians and industry leaders in the field of Big Data Analytics. This unique PGDM-BDA programme builds on GIM's 26 year-long excellence in management education, nurturing business leaders with personal integrity and social responsibility with a global outlook. Our students get a thorough understanding of Indian business and a deep international perspective. The current batch of this program has students from across the country and a significant part of the batch comes with prior work experience. I extend a warm welcome to our partners from the industry to interact with our students, participate in our placement process, and if the situation allows, visit the God's own campus.

Words from the Placement Chair

Dr. Alekh Gour
Placement Chair
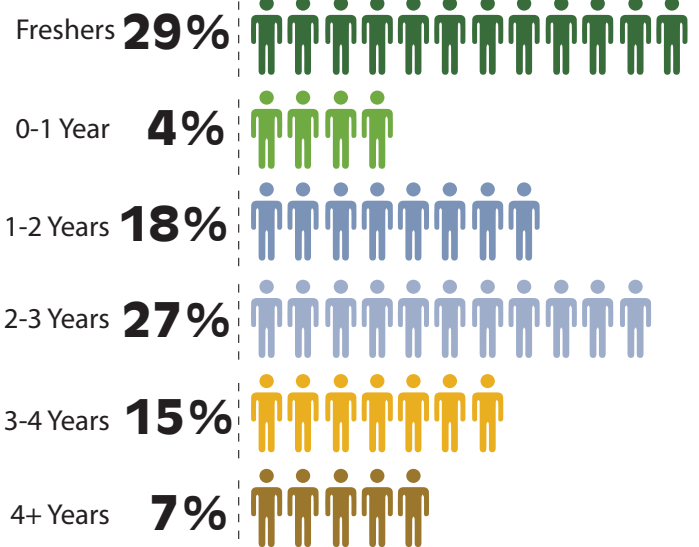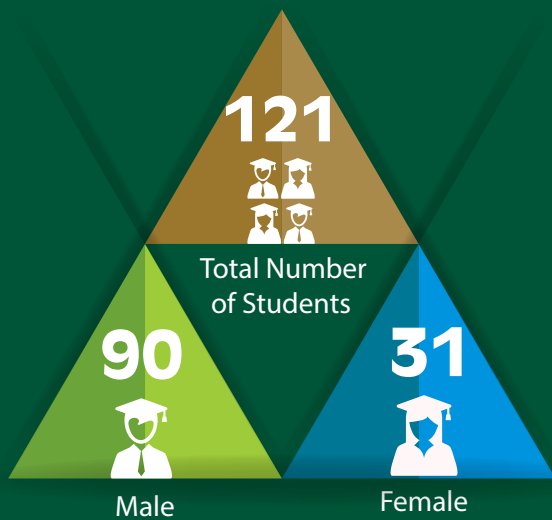Goa Institute of Management

The post-graduate program in Big Data Analytics is a distinctive program offered by Goa Institute of Management to cater to the needs of the industry.
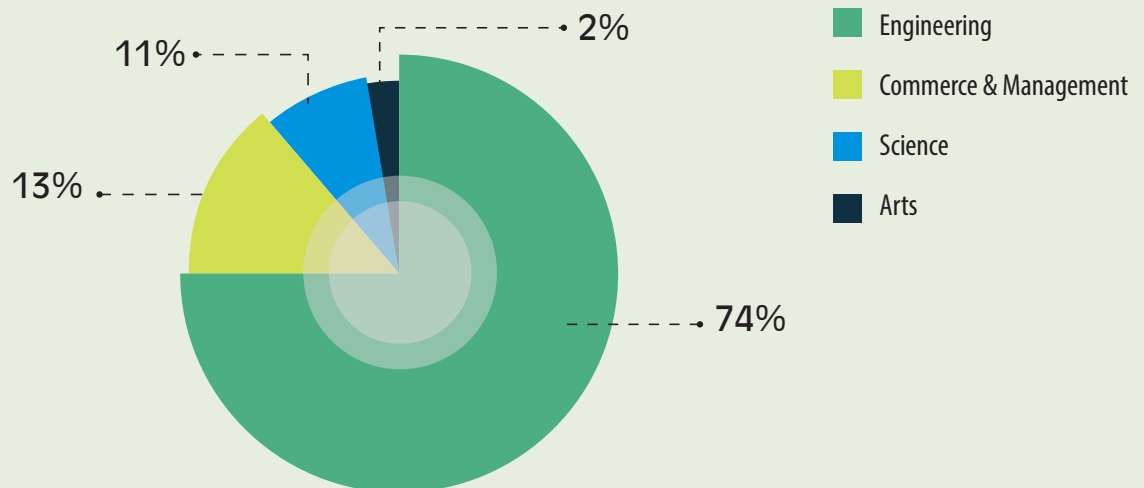
First and foremost, I would like to thank all our prestigious recruiters who have been a part of the placement process in the past years for their continuous support and collaborative efforts. Consequently, the first two batches of the Big Data Analytics program secured outstanding placement records. Recent years have seen a surge of BDA professionals especially in sectors like IT, BFSI, Marketing, Education, Automobile, E-commerce, Healthcare, Media, and Consulting. Each industry wants to exploit the power of big data and is looking forward to moving towards "Data-Driven Decision Making". Technologies like Artificial Intelligence, Blockchain, Machine Learning, IoT, and Data Science are disruptive and hold the potential to change the way businesses have been operating traditionally. These technologies now have become a necessity for every organization that is willing to stay in the competition.

The post-graduate program in Big Data Analytics is one of the best analytics programs across the country. The learning pedagogy at PGDM-BDA followed by faculty members is a mix of classroom teaching, hands-on sessions, business case-solving, and team projects. This makes the learning process at the program rigorous and interesting. The kind of learning and knowledge imparted in the post-graduate batch of 2020-22 will definitely help the organizations in restoring the disrupted business due to COVID-19. The batch is well-equipped with the latest trends and technologies like blockchain, machine learning, deep learning, cloud computing, IoT, and many more. I am sure you will find the talent and skills in the students of this batch befitting for various managerial and analytical requirements in your organizations.
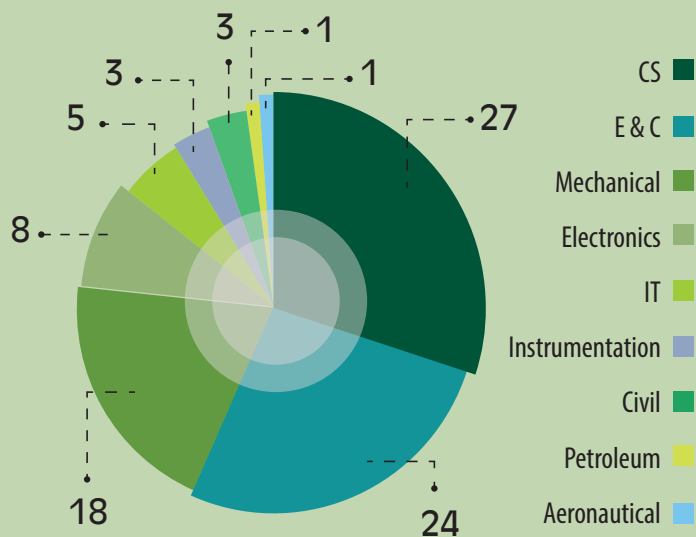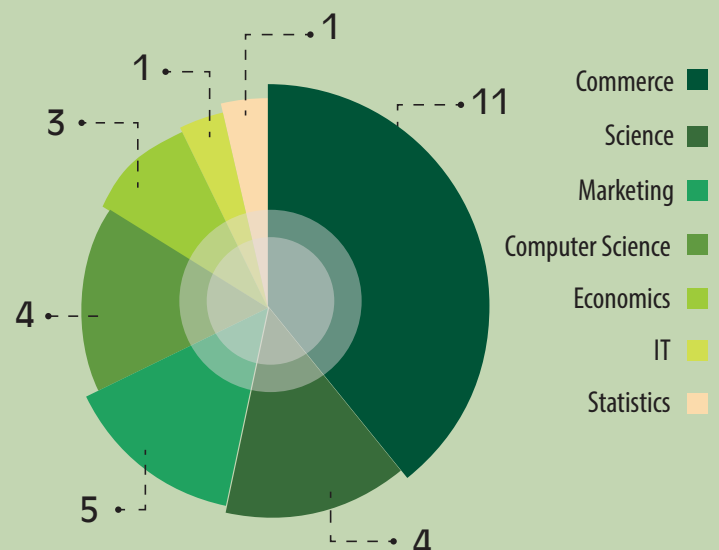
Batch Overview & Details

121 Total Number of Students

90 Male

31 Female

Freshers **29%**

0-1 Year **4%**

1-2 Years **18%**

2-3 Years **27%**

3-4 Years **15%**

4+ Years **7%**

Student Education Backgroud

2%

11%

13%

74%

- Engineering
- Commerce & Management
- Science
- Arts

Engineer's Data

3

3

5

8

18

24

27

1

1

- CS
- E & C
- Mechanical
- Electronics
- IT
- Instrumentation
- Civil
- Petroleum
- Aeronautical

Non-Engineer's Data

1

1

3

4

5

4

11

- Commerce
- Science
- Marketing
- Computer Science
- Economics
- IT
- Statistics

*Chart depicted as number of students

Batch Overview & Details

Geographical Diversity

35%

10%

12%

28%

16%
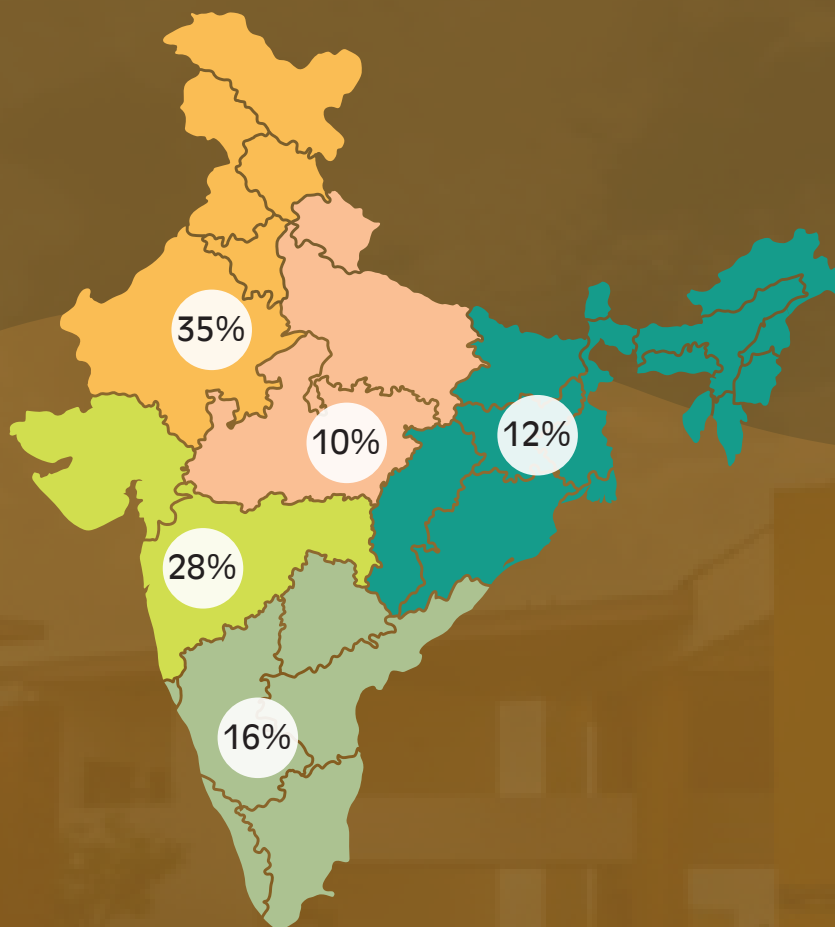
Professional Background

54	7	4	4	4
IT	Manufacturing	Marketing	E- Commerce	Finance

4	2	2	2	1
Education	Automobile	Construction	Telecom	Consulting
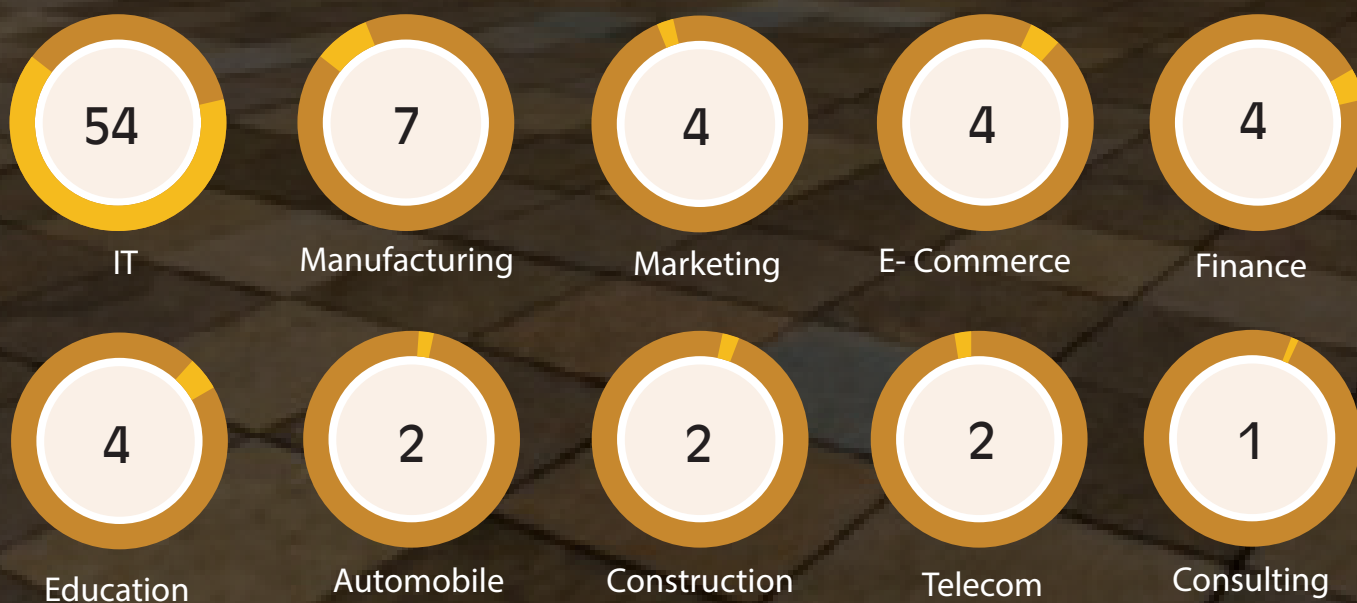
* Chart depicted as number of students

Placement Highlights 2020-21

116 Batch Strength

21.6 LPA Highest CTC

11 LPA Median CTC

17 LPA Average CTC of Top 10%

29 PPOs Offered

11.7 LPA Average CTC

14.4 LPA Average CTC of Top 30%

Sector-wise distribution

3%

2%

27%

4%

5%

6%

7%

8%

19%

8%

11%

- Analytics
- BFSI
- Manufacturing
- Consulting
- IT
- Others sectors
- Healthcare
- Supply Chain
- FMCG & E-Commerce
- Media
- Automobile
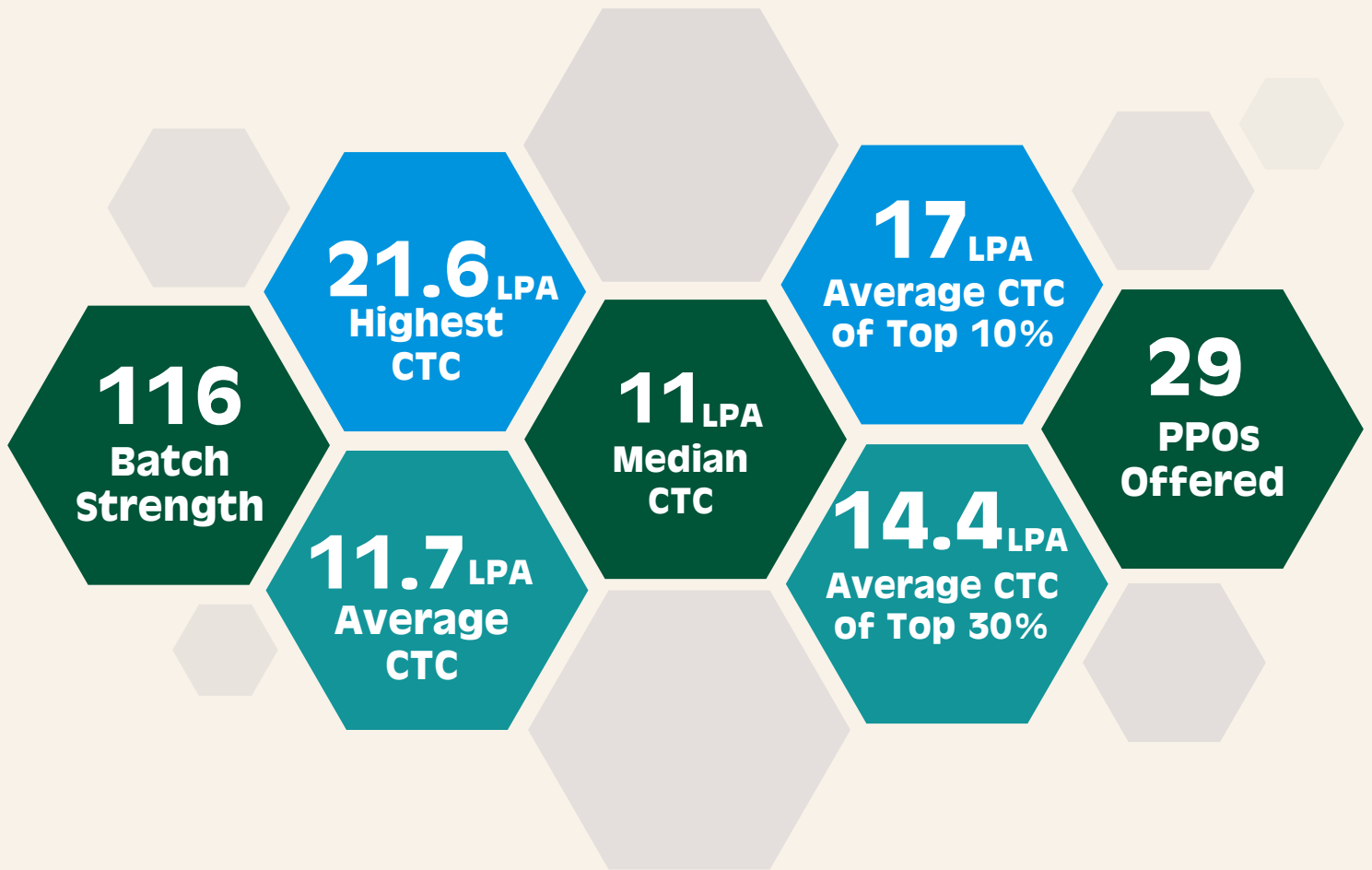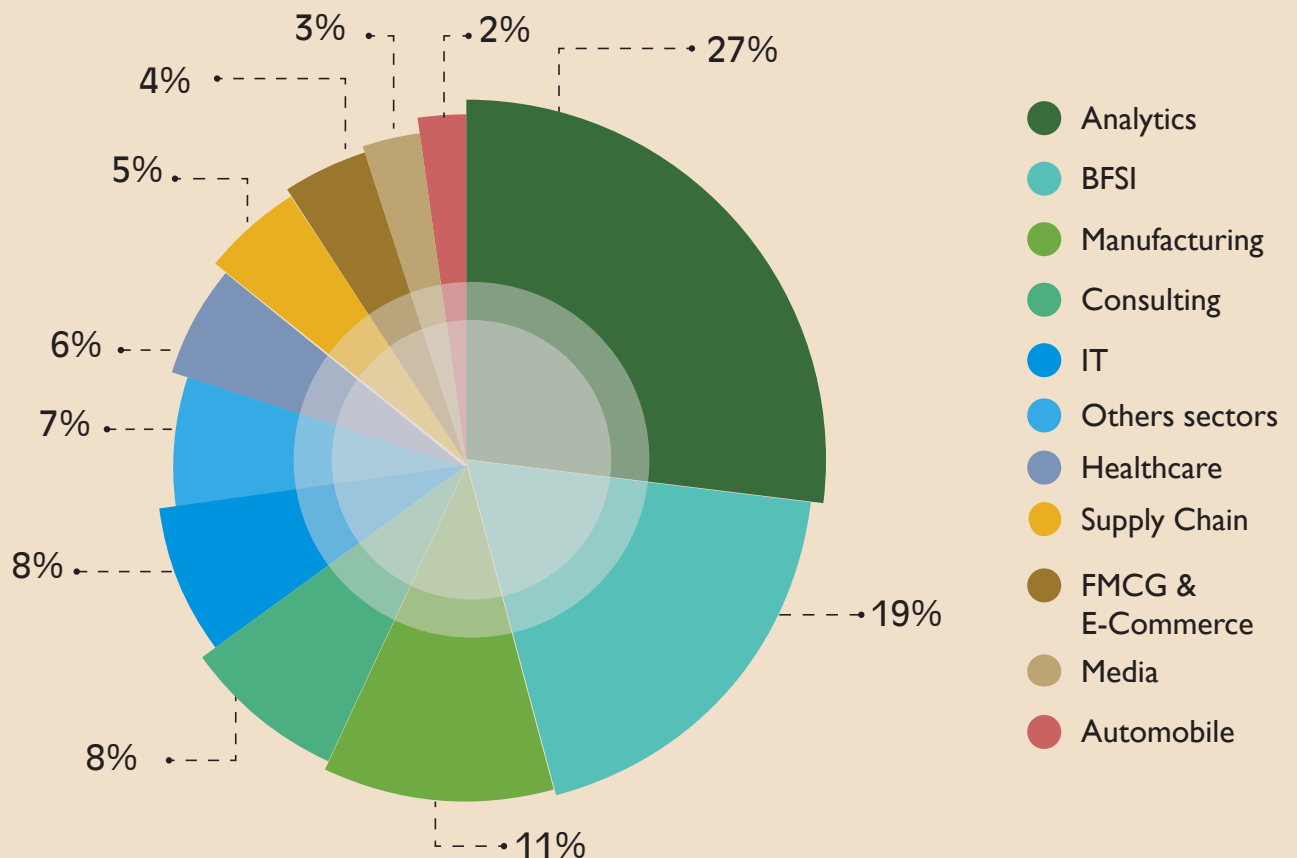
Summer Internship Programme 2020-21

1.2ʟ
Highest Stipend

40ᴋ
Average Stipend

35ᴋ
Median Stipend
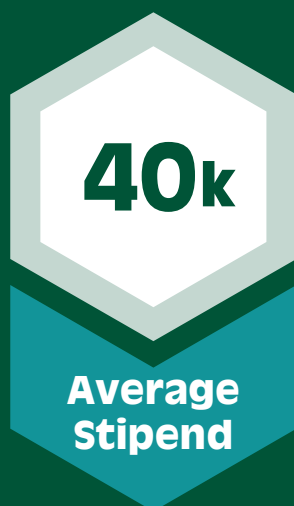
Stipend per month

Sector-wise distribution
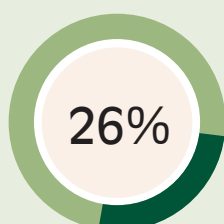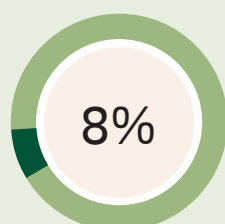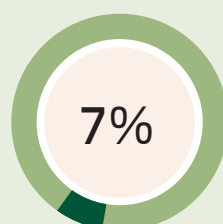
27% IT & Analytics	**26%** BFSI	**8%** Manufacturing	**7%** Supply Chain & Logistics	**7%** Aerospace
6% Consulting	**6%** FMCG	**4%** Energy	**2%** Market Research	**2%** Automobile
1% E-commerce	**1%** Engineering	**1%** Food Delivery	**1%** Media	**1%** Travel & Tourism
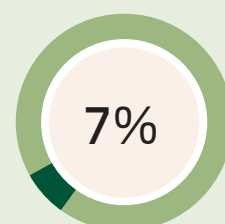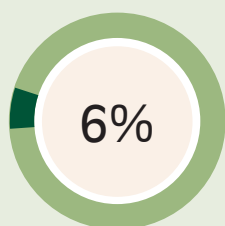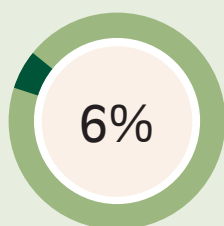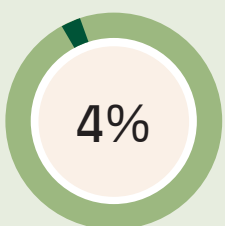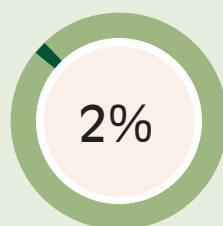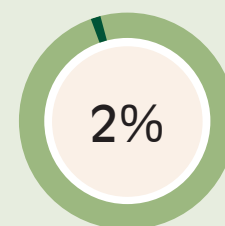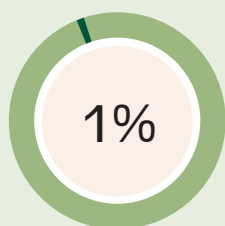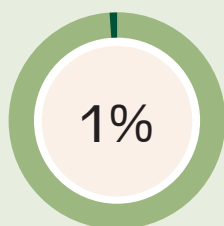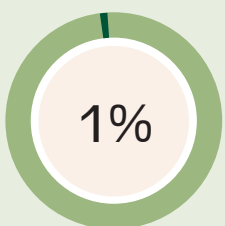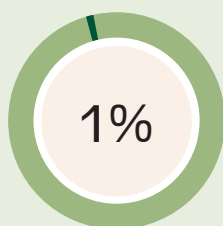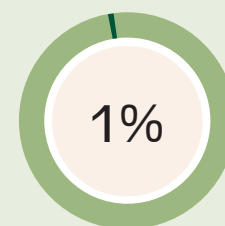
Our Reputed Recruiters

Adobe | BRIDGEi2i | COGENCE LABS | Cognizant | Convergytics | DigiLearn | EUNIMART

firstsource | hp | Hewlett Packard Enterprise | IBM | KANTAR | KARVY INSIGHTS | LEBAKA TECHNOLOGIES

lentra | Mindtree | nabler | NEAL ANALYTICS | NetApp | nielsen | NoPaperForms

Panasonic | PHILIPS | Prescinto | publicis sapient | quantiphi | SAS | square panda

SWIGGY | Tangentia | ThoughtWorks | TIGER ANALYTICS | virtusa | vmware | Deloitte.

dunnhumby | EY | Goldman Sachs | Grant Thornton | KPMG | McKinsey & Company | MixORG people and ideas

ZS | AEGON Life | AXIS BANK | citi | cleartax | CREDIT SUISSE | DMI FINANCE

ES | Edelweiss Tokio life | EKO/- | EMPOWER | FinShell | Godrej HOUSING FINANCE | HDFC BANK

HDFC Life | HSBC | Indiabulls | JUSPAY | kaleidofin | LARSEN & TOUBRO | MONEYBOXX

MONEYTAP | NatWest Group | NCR | Paytm | RBL BANK | RupeeZen | TATA CAPITAL

TVS CREDIT | Flipkart | pepperfry | Mahindra | TATA MOTORS | VE COMMERCIAL VEHICLES | vedanta

ABP न्यूज़ | HT Media Limited | TIMES NETWORK | ZEE5 | GE Healthcare | indegene | Narayana Health

NOVARTIS | OPTUM | BRITANNIA | Johnson & Johnson | Mondelez International | BOSCH | EATON

Honeywell | IFB | LOWE'S | LUMINOUS | asian paints | Reliance RETAIL | SUZLON

TATA ADVANCED SYSTEMS | UNITED BREWERIES LIMITED | WELSPUN | BRINKS Global Services | BRISTLECONE | DELHIVERY Small World | FedEx

GEP | MAERSK | | KINECO KAMAN | adani | b:live | CII Confederation of Indian Industry

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