



NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

WORKSHOP

Title	Unique Domain Workshop -Artificial Intelligence and Data Science
Department	MBA
Date	13 th April 2026
Time	9.30 AM - 4.30 PM
Speaker's Name	Mr. Umesh D - Strategist Ex-Alstom, Ex-BHEL
Brief Description	<p>Department of Management Studies organised a workshop on 13th April 2026 led by Mr. Umesh D. Strategist, Ex-Alstom, Ex-BHEL. Experts guided students on various tools of analytics.</p> <p>Analytics plays a vital role in evaluating the effectiveness and impact of workshops by transforming collected data into meaningful insights. It enables organisers to systematically assess participant engagement, learning outcomes, and overall satisfaction, thereby supporting informed decision-making for future improvements. In today's data-driven environment, workshop analytics has become an essential tool for enhancing the quality and relevance of training programmes.</p> <p>The primary objective of workshop analytics is to measure participant engagement and satisfaction while also evaluating the extent to which learning objectives have been achieved. It helps identify both strengths and weaknesses of the workshop and provides actionable insights that can be used to improve future sessions. Additionally, analytics supports evidence-based decision-making, ensuring that organisers can optimise resources and deliver more effective workshops.</p> <p>Different types of analytics are used to gain a comprehensive understanding of workshop performance. Descriptive analytics focuses on summarising what happened during the workshop, such as attendance rates, participation levels, and feedback scores. Diagnostic analytics goes a step further by explaining why certain outcomes occurred, for instance, identifying reasons for low engagement in specific sessions. Predictive analytics is used to forecast future trends, such as expected attendance or participant preferences, while prescriptive analytics provides recommendations on how to improve future workshops, including suggestions on session duration and content delivery methods.</p> <p>Several key metrics are used in workshop analytics to measure performance effectively. Participation metrics include the number of registrations compared to actual attendees, as well as attendance and dropout rates. Engagement metrics assess the level of interaction, such as the number of questions asked, participation in polls, and involvement in activities. Performance metrics evaluate learning outcomes</p>

through pre- and post-assessment scores, while feedback metrics focus on participant satisfaction, including ratings and qualitative comments.

Data for workshop analytics is collected through various methods, including online registration forms, surveys, feedback forms, and real-time polls or quizzes conducted during sessions. Attendance tracking systems and Learning Management Systems also play a significant role in gathering accurate data. These methods ensure that both quantitative and qualitative information is captured for comprehensive analysis.

A range of tools is available to support workshop analytics. Spreadsheet applications such as Excel and Google Sheets are commonly used for basic data analysis, while advanced data visualisation tools like Power BI and Tableau help in presenting insights in an easily understandable format. Survey tools and LMS platforms further facilitate efficient data collection and analysis.

The use of analytics in workshops offers several benefits. It enhances the overall quality and effectiveness of training programmes, improves participant experience, and enables the delivery of targeted and relevant content. Additionally, it helps organisations optimise resource allocation and supports continuous improvement by identifying areas that require attention.

Despite its advantages, workshop analytics also faces certain challenges. These include issues related to incomplete or inaccurate data, low response rates for feedback, and concerns regarding data privacy. Furthermore, measuring qualitative outcomes such as participant satisfaction and knowledge retention can sometimes be complex.

To maximise the benefits of workshop analytics, it is recommended that organisers use real-time analytics tools to gain immediate insights and incorporate interactive elements to boost engagement. Conducting both pre- and post-assessments can help measure learning outcomes more effectively. It is important to review and update analytics strategies while ensuring adherence to data privacy and ethical standards.

In conclusion, analytics is an indispensable component of modern workshops as it provides valuable insights into their effectiveness and impact. By leveraging data-driven approaches, organisations can continuously improve their workshops, enhance participant engagement, and achieve better learning outcomes.

Images

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K M A
KARNATAKA MANAGEMENT ASSOCIATION

Unique Domain Workshop Week - Day 5

Association with
Karnataka Management Association (KMA)

Artificial Intelligence & Data Science Workshop

📅 13th April 2026
🕒 09:30 AM - 04:30 PM
📍 308 Classroom

Mr. Umesh D
Strategist, Ex-Alstom | Ex-BHEL |
Ex-Tata Power, Buhler India Pvt Ltd.

Coordinator
Dr. Priyameet Kaur Keer
Professor -MBA

Convenor
Dr. R. J. Anandhi
Dean - Academics

Dr. Manjunatha
Principal

Organised by
Department of Management Studies





Faculty

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