Presents

2-day workshop on

Capturing Consumer Insights in Digital Environment

Date: 12th & 13th February, 2020

Venue: IIM Lucknow-Noida campus

B-1, Institutional Area, Sector-62, Noida-201307 (U.P.)

Workshop Objective

In the rapidly changing world of business, brought about by the fast pace of information and communication technology (ICT), it is imperative for marketers to obtain an enhanced understanding of the types of data that are available to analyse and draw insights from. To this end, today's manager needs to be well-versed with emerging techniques of capturing and analysing data obtained from the digital environment. The workshop is an attempt towards arming marketing managers with the necessary understanding and skills that will allow them to integrate the findings obtained from the digital environment into their existing strategic frameworks. Undoubtedly, such an effort is likely to complement existing methods of data analyses and contribute toward obtaining deeper consumer insights.

Speakers to be announced soon

Session Outline

Session 1

Data Types in the Digital Environment	Structured vs Unstructured data (e.g., text, image, voice, video)
(1.5 hours)	Comparing a data mining approach to a hypothesis testing approach

Objective

In this session, we set the stage for the rest of the day using two full-length machine learning solutions. By the end of this session the participants would appreciate:

- Nature of unstructured data and how this is different from structured data
- Implications of including unstructured data in models that operate on this data
- Various parts that make up a real-world deep learning solution

This session will be divided into two parts.

Part 1 - Theoretical background (30 minutes)

We will begin with a quick overview of the hypothesis testing approach and highlight how the mathematical foundations of traditional quantitative marketing research differ from the state-of-the-art in machine learning.

Part 2 – Examples (60 minutes)

The examples in this session are supposed to present an overview only. We will add details of the same examples as we go further along the day

1. Predicting retail sales from store level data (30 mins). We will use this example to illustrate how the same problem was tackled from a traditional marketing research point-of-view (e.g., using linear models and numeric features) and how it is now tackled using image and video data (e.g., using in-store CCTV footage).

Case study

2. Tracking store-wise consumer behaviour (30 mins). We will use this example to illustrate how the same problem was tackled before using a complete manual process of watching individual videos and how it is now tackled using deep learning to parse in-store video data.

Case study

Session 2

Obtaining Structured and Unstructured Data (3 hours)	Sources of data Obtaining structured and unstructured data through various techniques: Web scraping, Analytics dashboards

Objective

By the end of this session, participants would gain an overview of how large amounts of data gets collected from websites (including social networking websites) and how this data can be represented visually. This session would be divided into two parts:

Part 1 – Background to both dashboarding and APIs (75 mins)

We will begin with an overview of what APIs are, what their intended usage is and how one can use them to collect publicly available data. We will then elaborate the elements that go into a good dashboard design. We explain the craft involved in the selection of appropriate statistical plots for both structured and unstructured data.

Part 2 – Examples (105 minutes)

Possible examples/case studies:

1. Building a footfall dashboard for a retail store (15 mins.); We trace the path of data from the input (CCTV footage), to a dashboard hosted on a server

Case study

2. Building a product interaction dashboard (15 mins.): We build an analytics dashboard that aggregates data from in-store consumer – production interaction footage. We illustrate how traditional marketing research agencies are now using this to scale product interaction research

Case study

3. Collecting data from social media (Twitter and Instagram) and websites (60 mins): We present an overview of data collection from any website by parsing its HTML structure. We also present the nitty-gritty of large scale data collection from Twitter and Instagram using APIs.

Case study

4. Organizing a large-scale data collection project (15 mins). How to organize compute and storage for a large scale data collection pipeline? We introduce cloud computing tools (e.g., GCP/AWS) and walk through a real life implementation of the entire process.

Session 3

Analyzing Unstructured Data (3 hours)	Machine learning techniques applied to structured and unstructured data for undertaking prediction An understanding of the approach to analysis of data in the digital environment

Objectives

By the end of this session, participants would understand the components that make up a predictive analytics pipeline. We introduce the core concepts of machine learning – model design, error minimization and model generalization. In this session, we wish to imbibe the thought process around framing a machine learning problem precisely. This session is divided into two parts.

Part 1 – An overview of machine learning on structured data (45 mins)

We present a quick overview of machine learning and how a typical machine learning problem is structured. We review the theoretical foundations of model generalization.

Part 2 – Machine learning example (30 mins)

We pick one machine learning problem from marketing and spend the first 10 mins brainstorming, and the next 10 minutes executing the model

Part 3 – An overview of deep learning on unstructured data (45 mins)

We present an overview of the deep learning landscape and show why this approach has exploded in popularity over the last five years. We provide a basic understanding of the mathematical foundations of deep learning.

Part 4 – Deep learning examples (60 mins)

1. Brand footprint study on social media (30 minutes). We brainstorm and implement a deep learning model to detect the Starbucks logo on images posted on social media.

Case study

2. Understanding consumer speak on Twitter (20 minutes). We walk through a text processing pipeline and show how a typical corpus of consumer discussions on Twitter is parsed

Case study

3. Organizing a machine learning project (10 minutes). We walk through how real-world machine learning projects are organized and executed. We introduce why GPUs are needed and how training and prediction pipelines are managed.

Session 4

Deriving Insights from Unstructured and Structured Data (1.5 hours)	Interpreting the findings obtained from analysing unstructured data

Objectives

By the end of this session, participants would gain an understanding of how the output from machine learning models can be analysed and interpreted. This session is divided into two parts.

Part 1 – Model generalizability (30 minutes)

In this session, we take a dive into the back-end of a deep learning shop and show how generalizability of the deep learning models is ensured in practise. We present an overview of how image annotations are run and how practitioners use confusion matrices to choose models.

Case study

Part 2 – Model interpretation (60 minutes)

In this session, we walk through a real-life project of how a CPG company used the deep learning model output to approach a typical market research problem

Case study

Who should attend

- Fresh marketing practitioners
- Executives in Marketing/Sales/Brand divisions of various companies engaged in marketing of consumer/industrial products
- Entrepreneurs who are buyers of marketing research
- Researchers in marketing and related fields with experience
- Academicians and Research Scholars

Fee

Registration Fee: Rs. 15,000/- + GST, as applicable	
Kindly Note: Participants can only register for any one of the two workshop as both the workshops will be conducted in-parallel	
DISCOUNT CATEGORIES	**DISCOUNT**
CMEE Members	15%
MRSI Members	10%
Student Discount (Post-Graduate, Ph.D.)	25%
Group Discount (two or more people from the same organization)	10%
IIM Alumni Discount	10%
Last date of Registration: 06th February, 2020	
Kindly note: Participant can avail only any one category of discount.	
MODE OF PAYMENT	
1.) DEMAND DRAFT	
In favour of: 'Indian Institute of Management Lucknow- Noida Campus', payable at Noida DD needs to be sent to: 2303, CMEE Office, Indian Institute of Management Lucknow- Noida Campus, B-1, Sector - 62, Institutional Area, Noida-201307, (U.P), India The scanned copy of the DD can be sent to email: cmee@iiml.ac.in and the original DD can be provided by the participant upon their arrival.	
OR	
2.) ONLINE PAYMENT# click below link on your browser https://easypay.axisbank.co.in/easyPay/makePayment?mid=MzI3NDg%3D	

Accommodation

For availing accommodation at campus, kindly contact CMEE Office. The rooms are subjected to availability. Once you receive a confirmation, you can make payment through Demand Dra   or you can pay through Card/Cash at the me of your check out. The scanned copy of the DD can be sent to email: cmee@iiml.ac.in and the original DD can be provided by the participant upon their arrival.

Room Charges (Per Room, Per Day)	Rate
Executive Centre (Single Occupancy)	Rs. 850/-
Executive Centre (On a twin-sharing basis)	Rs. 950/-

Participants can also avail accommodation at:

Hotel Park Ascent
(Opp. IIM Lucknow-Noida campus)
Mob.: 9999536268

Participant Feedback

Well structured, well constructed course for a two day program. Brought the experts from academia across the world, stalwarts of subject were here. Exceptional was industry case studies, relevant & recent good amalgamation.

Ms. Sanjam Sidana,
Head – Customer Analytics Experience – BD Rooftop,
Tata Power Solar Systems Ltd.

"I enjoyed attending the workshop. It was indeed a good learning experience for me. The inputs shared by all the speakers has helped me a lot!"

Ms Varuna Newatiya, *PhD Scholar - IIT Madras*

"Emphasized on practical learning. Very good introduction to qualitative analysis & Netnography. The workshop was well organized. I look forward to another such valuable workshop in future.

Mr Sharad Gupta, *Associate Professor - Delhi School of Business*

It was a delight to see learned speakers and participants from leading industry. I could understand as to how we can use SNA & TEXT mining to understand our customers.

Mr Arun Kumar Mokrala , *Asst General Manager- SBI Mumbai*

I have been attending all the workshops of CMEE! This workshop specially was a delight. The workshop was nicely designed and was organised very well. I personally learnt a lot!

Dr Harmeen Soch – *Faculty, PTU*

"It was very good experience for me to attend workshop at IIML, Noida campus. All the marketing research topics was well covered. And sessions taken by well renowned and excellent faculties was an icing on the cake!"

Dr Vinod Kumar- *Faculty, IMT Nagpur*

"The workshop proved to be a boon for me. Practical Issues were discussed. Very good combination of speakers and subjects. It was entirely for intellectual crowd. I am looking forward to attend many more workshops organized by CMEE!"

Mr Ankur Aggarwal – *KEN RESEARCH*

I had attended CMEE Conference 2014, got to know a lot about the theme "Listening Consumers in Emerging Markets", met speakers from across the globe on one platform. I can only say that the Conference was worth every penny. I wish to attend Conference 2017 too."

Dr. Abhishek Mishra – *Assit. Professor, IIM Indore*

CELEBRATING 7 YEARS of

CMEE — Centre for Marketing in Emerging Economies

IIM LUCKNOW

CONTINUOUS EDUCATION

WORKSHOPS

575 PARTICIPANTS
471 INDUSTRY
104 ACADEMIA

16 WORKSHOPS 2014-19

Academia / Industry

Date	Workshop
Jan. 2014	Metaphor analysis and Ethnography Research
Apr. 2014	Leveraging Power of Qualitative Marketing Research for Achieving Marketing Intelligence (Noida & Mumbai)
Feb. 2015	Leveraging Power of Semiotics for Achieving Marketing Excellence (Noida & Mumbai)
April & May 2015	Leveraging Power of Data Driven Marketing for Achieving Marketing Excellence (Noida & Mumbai)
May. 2015	Power of Semiotics for Impactful Market Research (Noida & Mumbai)
Nov. 2015	Understanding Consumers in Digital Era
Nov. 2016	Teaching Marketing Research
Apr. 2018	Data Visualization: Methods & Tools (Noida & Mumbai)
Jan. 2017	Case Study Writing & Development
Jan 2019	Workshop on Practicing & Teaching Marketing Research

RESEARCH & PUBLICATION

6 RESEARCH HANDBOOKS

Year	Title
2012-13	Bibliography of Research articles in Emerging Economies (1987-2011)
2013-14	Decoding Lucknow: Yesterday and Today: An Interesting Story
2014-15	Lucknow Food and Beverage Preferences of Lucknowites
2015-16	A Field Report on Prospects of Coir Products in Uttar Pradesh
2016-17	Bibliography of Research articles in Emerging Economies (1991-2016)
2016-17	Affordable Healthcare Delivery Models Booklet

3 CONFERENCE PROCEEDINGS

2012-13 / 2013-14 / 2016-17

RESEARCH PAPERS

Presented in CMEE Conferences & Published in Internationally Acclaimed Journals

40 PAPERS

- Regular/Special Issue
- Internationally Acclaimed Refereed Journals

- Psychology and Marketing
- Journal of Product and Brand Management
- Journal of Consumer Marketing
- Marketing Intelligence and Planning
- International Journal of Market research
- Metamorphosis
- Journal of Indian Business Research

NETWORKING

CMEE WEBSITE REACH

79 COUNTRIES
332 CITIES
100+ INDIAN CITIES

3 CONFERENCES

Year	Theme
2011	Shaping the future of research in marketing in emerging economies: Looking Ahead
2014	Unraveling Consumers in Emerging Markets
2017	Reaching Consumers of Emerging Markets

150 SPEAKERS
540 PARTICIPANTS
75 INDUSTRY
465 ACADEMIA

2012 PARTICIPANTS / 2014 PARTICIPANTS / 2017 PARTICIPANTS

Academia / Industry
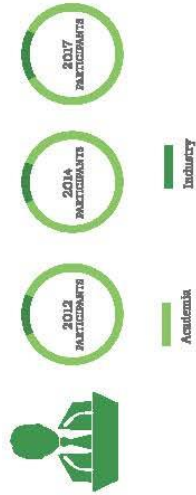
GLIMPSE OF CMEE PAST EVENTS

CMEE flashback 2011-16 release in 2017
Annual conference of EMCB

Case Study Writing and Development Workshop, Jan 2017

Important plenary sessions in 2017 Annual conference

2017 Annual conference Group Photo

Mr. Naveen Gattu in Data Visualization Workshop, April 2016

Prof. Jery Olson and Mr. Holger E. Metzger in Qualitative Marketing Research workshop, April 2014

Dr. Laura Oswald in Semiotics Workshop, May

Mr. Vinit Goenka in Data Driven Marketing workshop, Apr and May,

Prof. Russell Belk in Understanding consumers in Digital era workshop, Nov 2015

Prof. Naresh Malhotra at the pre-conference Workshop 2014

Prof. Naresh Malhotra in Teaching Marketing Research workshop, Nov 2015

Ms. Lucia Laurent –Neva and Mr. Chris Arning in Semiotic Workshop, Feb 2015

For queries about workshop registration and sponsorship opportunities, kindly contact:
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