Building Metrics based Dashboard to Improve Business Performance

……

Overview

Businesses often struggle to improve their performance as they have insufficient knowledge to gather, compile and analyse information about customers, supply chain partners and competitors. Such knowledge gap becomes even more crucial in today's dynamic "big data" environment. Managers need to understand how to analyse and use constant flow of data coming from various sources such as social media, online reviews and web clickstream in order to make decisions that can have huge influence on customers and profit of the firm. This course will delve on the various metrics that are needed to measure and monitor business performance on a regular basis. It will also involve how to analyse such data in order to build a dashboard for business and making decisions that can help to achieve superior performance.

The course will be delivered using a combination of lectures, case studies, in-class exercises using statistical tools, software and reading journal articles. After completing the course, participants will be able to understand how to attract and retain customers, how to improve the effectiveness of e-commerce platforms, how to analyse social media data and how to develop business strategies based on Google Analytics. This learning will help them in contexts such as new product launch, customer relationship management, and e-commerce strategies essential for both brick and mortar and digital business.

Modules	**9 sessions (each session is for 1 hr and 30 minutes)** **Dates: December 18 - December 22, 2018** **Number of participants for the course will be limited to fifty.**
You Should Attend If…	Engineering students (Btech/ Mtech) with a flair to do business ▪ Business programme students (MBA) ▪ Business or Information Technology faculty from an academic institution ▪ Industry professional with customer interface ▪ Entrepreneurs who want to make their business more customer focused ▪ IT professionals working on e-Commerce strategy ▪
Fees	The participation fees for taking the course is as follows: **In house Students' Participants : Free** **Industry/ Research Organizations: 2000** **Academic Institutions: ` 1000** The above fee include all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, 24 hr free internet facility. The participants will be provided with accommodation on payment basis.

Course structure:

Session 1: Basic principles of Metrics and Dashboards

- Course overview
- Analyse a company's report to understand marketing metrics used, what is missing

Session 2: Customer Lifetime Value and Word of Mouth

- How do we define such concepts
- Why do we need to measure them
- How do we measure them

Session 3: Use of Balanced Scorecards (BSC) and Strategy Maps (SM) to generate metrics

- Use a specific case study to illustrate the use of BSC and SM to generate metrics
- How do we use such metrics to improve performance

Session 4: Metrics for strategic objectives such as Return on Business Investment (ROBI), Return on Quality (ROQ)

- Why do we need such measures
- How such measures are linked with traditional customer oriented measures such as customer satisfaction
- How do we calculate such measures
- Use numerical exercise to calculate such measures

Session 5: Business capabilities

Session 6: Use psychological profile data of consumers to increase website stickiness and engagement

Session 7: Web metrics

Session 8: Metrics for social media

Session 9: Business performance measurement

The Faculty

Prithwiraj Nath, Professor of Marketing and Associate Director of The Retail Institute, Leeds Beckett University, United Kingdom. He has published research papers in several top ranking marketing and management journals including *Industrial Marketing Management*, *European Journal of Marketing, Journal of Travel Research, Journal of Business Research, Journal of Services Marketing, International Journal of Production Economics* and *Journal of the Operational Research Society*. He is in the editorial board of four journals including *Industrial Marketing Management, Journal of Business Research* (special issue) and reviews research articles for several marketing journals and conferences. Prior to joining Leeds Beckett University, Prithwiraj has worked as an academic at the University of East Anglia, University of Nottingham and XLRI Jamshedpur, India. His background is in Physics and holds a PhD in Marketing from Indian Institute of Management Calcutta. He has led many research grants and conducted several training programmes for industry managers in U.K., India and Dubai.

Course Coordinator:- **Prof. Kalyan Mahata**
Phone: 033 23356977 (O)
9433336320 (M)
E-mail: kalyan@gcelt.gov.in
Govt. College of Engg. And Leather Technology
LB Block, Sector-III, Salt Lake, Near Beleghata E M Bypass, Kolkata-700106
.....
http://www.gcelt.gov.in
Co coordinator: Prof. Ruben Ray, Dept. of IT, GCELT