The PGDM/MBA Business Analytics program offered under Center of Excellence in Analytics & Data Science at NMIMS Mumbai is a blend of technical and managerial subjects that gives the candidates an edge in the industry.

The program uses case study methodology as its chief pedagogical tool to bring real business scenarios to the classroom that provide compelling opportunities amidst challenging scenarios.

The first batch has been successfully placed. Final Placements saw participation of 56 Leading Organizations from the domain of analytics, data science and management. There were 50 Companies which offered Internship to the batch. We thank our recruiters for their trust and support. We hope to build long lasting relationships with our esteemed placement partners both current and forthcoming.
We at NMIMS CoE strongly believe in the importance of campus engagement. While we stand by our aim of imparting high quality education, we believe that complementing this with industry insights from eminent personalities gives our course a holistic perspective. Various industry experts have imparted their knowledge through guest lectures, webinars and panel discussions.

We have had guests host a diverse mix of topics not only relating to business and management per se, but also sharing their experiences of dealing with the changing times in the current pandemic world. Though the sessions were virtual, our guest speakers ensured that the knowledge transfer resulted in well conducted interactive discussions.

We have hosted various experienced industry leaders from multidisciplinary backgrounds like Analytics, Product Management, Entertainment, Consulting, Fintech, Professional Services, FMCG and many more. The speakers had decades of experience in roles like Associate Director, Project Leader, Head of Data Science, Vice President (Analytics), Digital Transformation Leader, Product Manager.

Participating and interacting in these sessions not only provided a sneak-peak into the industry and its working, but it also guided the students in choosing their career path and provided them with an opportunity to attain vital knowledge and has enabled us to prosper as future leaders and managers.
<table>
<thead>
<tr>
<th>Industry Guest Speakers</th>
<th>Designation</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Chiranjoy Chowdhuri</td>
<td>Chief of Data Science and Analytics</td>
<td>Pidilite</td>
</tr>
<tr>
<td>Mr. Ankit Mogra</td>
<td>Worldwide BI &amp; Analytics</td>
<td>HP Inc.</td>
</tr>
<tr>
<td>Dr. Angshuman Ghosh</td>
<td>Head of Data Science</td>
<td>Sony Research India</td>
</tr>
<tr>
<td>Mr. Anil Bhasin</td>
<td>President</td>
<td>Havells India Ltd.</td>
</tr>
<tr>
<td>Mr. Alankar Sain</td>
<td>Associate Director</td>
<td>Deloitte India</td>
</tr>
<tr>
<td>Mr. Arjun Puri</td>
<td>Business Development Lead (Intelligent Automation)</td>
<td>KPMG India</td>
</tr>
<tr>
<td>Mr. Braj Panda</td>
<td>Digital Transformation Leader</td>
<td>McKinsey &amp; Company</td>
</tr>
<tr>
<td>Ms. Nidhi Sinha</td>
<td>Director, Financial Services Analytics</td>
<td>EY</td>
</tr>
<tr>
<td>Mr. Harsh Shah</td>
<td>Consultant</td>
<td>BCG</td>
</tr>
<tr>
<td>Ms. Anisha Banerjee</td>
<td>Project Leader</td>
<td>Bain &amp; Co</td>
</tr>
<tr>
<td>Mr. Akhil Shukla</td>
<td>MBA candidate at London Business School</td>
<td>Ex – BCG</td>
</tr>
<tr>
<td>Ms. Sumela Banerjee</td>
<td>Senior Data Scientist</td>
<td>ITC Infotech</td>
</tr>
<tr>
<td>Mr. David Zakkam</td>
<td>Vice President (Analytics)</td>
<td>Swiggy</td>
</tr>
<tr>
<td>Mr. Hari Saravanabhavan</td>
<td>Vice President - Global Analytics</td>
<td>Concentrix</td>
</tr>
<tr>
<td>Mr. Biswajit Das</td>
<td>Director - Advisory (Analytics, AI, Data Lakes, CVM)</td>
<td>KPMG</td>
</tr>
<tr>
<td>Mr. Joseph Alexander</td>
<td>Product Manager</td>
<td>Early Salary</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry Guest Speakers</th>
<th>Designation</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Sachin Arora</td>
<td>Partner and Head of Lighthouse, Analytics, AI and Big data</td>
<td>KPMG</td>
</tr>
<tr>
<td>Mr. Abhishank Babbar</td>
<td>Associate Director</td>
<td>Genesis BCW</td>
</tr>
<tr>
<td>Mr. Ashish Kumar</td>
<td>AVP-Analytics &amp; Automation</td>
<td>Future Generali Life Insurance</td>
</tr>
<tr>
<td>Mr. Masood Hameed</td>
<td>Manager, Marketing Analytics</td>
<td>IBM</td>
</tr>
<tr>
<td>Ms. Sushmitha Krishna Kumar</td>
<td>Data Scientist</td>
<td>Gamener</td>
</tr>
<tr>
<td>Mr. Govind Korekar</td>
<td>Director-Digital Transformation</td>
<td>Deloitte</td>
</tr>
<tr>
<td>Mr. Kumar Tanmay</td>
<td>CEO</td>
<td>Inkredo</td>
</tr>
<tr>
<td>Mr. Mihir Gala</td>
<td>Product Head</td>
<td>Finlabs</td>
</tr>
<tr>
<td>Ms. Neha Sharma</td>
<td>HR Manager</td>
<td>Reliance General Insurance</td>
</tr>
<tr>
<td>Mr. Sameer Singh Jaini</td>
<td>CEO</td>
<td>Digital Fifth</td>
</tr>
<tr>
<td>Smriti Sudha</td>
<td>VP- Human Resource</td>
<td>Nomura</td>
</tr>
<tr>
<td>Mr. Suyog Kulkarni</td>
<td>Head-Data Analytics</td>
<td>Sharekhan</td>
</tr>
<tr>
<td>Mr. Siddhant Agrawal</td>
<td>Investment Analyst</td>
<td>Kristal.AI</td>
</tr>
<tr>
<td>Mr. Priyank Ahuja</td>
<td>Product Manager</td>
<td>Accenture</td>
</tr>
<tr>
<td>Mr. Tarapada Mishra</td>
<td>Vice President</td>
<td>Citco Group Ltd</td>
</tr>
<tr>
<td>Mr. Prem Kumar</td>
<td>Senior Vice President</td>
<td>OakNorth Uk</td>
</tr>
</tbody>
</table>
BATCH PROFILE
PGDM/MBA BA 2019-21

- **Students**: 91
- **Average Age (Years)**: 24.3
- **Average Work-Ex (Months)**: 25

**Gender Diversity**
- Male: 55%
- Female: 45%

**Geographic Diversity**
- North: 49%
- South: 11%
- West: 30%
- East: 10%

**Education Background**
- B.Tech/B.E.: 74%
- Commerce: 18%
- Others: 8%

**Work Experience**
- Freshers: 30%
- < 1 yr: 12%
- 1-3 yrs: 45%
- 3+ yrs: 13%
PLACEMENT OVERVIEW 2021

CTC OFFERED PER ANNUM

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest CTC</td>
<td>₹ 16.19 Lakh</td>
<td>US$ 24000</td>
</tr>
<tr>
<td>Average CTC</td>
<td>₹ 11.15 Lakh</td>
<td>US$23500</td>
</tr>
<tr>
<td>Median CTC</td>
<td>₹ 11.05 Lakh</td>
<td></td>
</tr>
<tr>
<td>Top 25%</td>
<td>₹ 14.35 Lakh</td>
<td></td>
</tr>
<tr>
<td>Top 50%</td>
<td>₹ 13.21 Lakh</td>
<td></td>
</tr>
</tbody>
</table>

Top 25% and Top 50% are the highest and median CTCs, respectively, within the top quartile of placements.
WINTER INTERNSHIP & PRE-PLACEMENT OFFERS

STIPEND OFFERED

<table>
<thead>
<tr>
<th>Category</th>
<th>Stipend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest Stipend (Domestic)</td>
<td>₹ 1,20,000</td>
</tr>
<tr>
<td>Highest Stipend (International)</td>
<td>US$ 2400</td>
</tr>
<tr>
<td>Average Stipend</td>
<td>₹ 75,000</td>
</tr>
<tr>
<td>Top 25%</td>
<td>₹ 1,47,396</td>
</tr>
<tr>
<td>Top 50%</td>
<td>₹ 1,23,000</td>
</tr>
</tbody>
</table>

15 PPO's
OUR PLACEMENT PARTNERS

- Aditya Birla Group
- Angel Broking
- AGS
- Analytica
- Awfis
- Axis Bank
- Axis Finance
- CARS24
- Cartesian
- CBRE
- Coats
- Colgate-Palmolive
- Concentrix
- Dow
- Dun & Bradstreet
- ES
- EarlySalary
- Edelweiss Tokio
- Em
- Fractal
- GeBBS
- Goals
- GOQii
- HDFC Bank
- HDFC Ergo
- HDFC Life
- ICICI Lombard
- JM Financial
- JRL Money
- Kotak
- Kotak Securities
- KPMG
- Leadsquared
- Lenskart
- LiquidLoans
- MiQ
- Mondelez International
- More
OUR PLACEMENT PARTNERS
SECTOR-WISE COMPANIES

Center of Excellence, NMIMS has been one of the top destination for Analytics domain. We have witnessed maximum offers in this domain wherein companies have hired for multiple positions.

Analytics, IT/ITES and Consulting

One of the Big 4 company KPMG, provided our student both internship and full time opportunities.

We also witnessed international offer from Netherland based One2Ten offering the role of BI Consultant. Other Analytics based firms were Analyttica, Fractal, Soroco, SG Analytics, SAS, Persistent, Leadsquared, Newee, Vtion, Neal Analytics, Nielsen, SG Analytics to name a few. The roles ranged from Management Trainee, Business Development Manager and Project Management.

E-commerce, Internet, Tele-com

This sector witnessed leading companies Lenskart, Swiggy, Subex, Octro and Cars24 in its first placement season. Attractive roles offered across divisions were Management Trainee, Program Manager, Data Science Manager, Product Trainee and Business Analyst.

Manufacturing, Automobile, Real-Estate

This sector saw desired roles offered as Management Trainee, Data Analyst and Information Technology Analyst (Enterprise Systems) from Piramal Glass, WeWork, Motherson, CBRE, Dow Chemicals, GOQii, Panasonic to name a few.
SECTOR-WISE COMPANIES

**FMCG, Retail**
The FMCG and Retail companies bestowed their trust in the acumen of our students by offering various roles in Merchandise Planning & Replenishment, Marketing, Sales and Analytics. We had the pleasure to have hosted companies like Mondelez and Colgate Palmolive followed by big retail chains as Aditya Birla Group, MORE Retail and Reliance Retail.

**BFSI**
BFSI witnessed the maximum number of offers with top firms like Axis Bank, Axis Finance, HDFC Life, HDFC ERGO, ICICI Lombard, Kotak Bank and RBL Bank being the first few companies recruiting in the placement season.

Top Financial firms like Angel Broking, AGS, Reliance General Insurance, RBI, Tata Capital, Sharekhan and TresVista along with new age financial institutions as Early Salary, Razorpay, Liquiloans and Paisa Bazaar also were part pf our placement process. They offered roles like Associate - Data Intelligence Group, Analytics Manager, Business Analytics Associate, Business Analyst and Deputy Manager Analytics.

**Media & Advertising**
Prominent players marked a colossal impact by offering lucrative roles in the Marketing & Advertising industry with positions of Business Analyst and Data Analyst.

MIQ Digital and Publicis Group supported and trusted the analytics acumen of our students.
BATCH PROFILE
MBA BUSINESS ANALYTICS 2020-2022

Gender Diversity

- Male: 57%
- Female: 43%

Average Age (Years)
- 22.3

Education Background
- Commerce: 22%
- B.Tech/B.E.: 78%

Geographic Diversity

- North: 46%
- South: 16%
- West: 24%
- East: 14%

Work Experience
- Freshers: 27%
- < 1 yr: 14%
- 1-3 yrs: 49%
- 3+ yrs: 10%
STIPEND OFFERED

<table>
<thead>
<tr>
<th>Category</th>
<th>Stipend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest Stipend</td>
<td>₹ 2,50,000</td>
</tr>
<tr>
<td>Average Stipend</td>
<td>₹ 30,000</td>
</tr>
<tr>
<td>Top 25%</td>
<td>₹ 62,568</td>
</tr>
<tr>
<td>Top 50%</td>
<td>₹ 44,000</td>
</tr>
</tbody>
</table>
COMPETITIONS-WINNERS AND FINALISTS

1. GSMO B-School Engage Program
   - Winners

2. Data sights 2.0
   - Winners

3. Meraki Mercatus
   - Winners and Runner-up

4. Finlabs Fiscus
   - National Runner Up

5. Enigma 2.0
   - Winners

6. WeChaar Webizfest
   - Winners

7. Marketing & Strategy Hunt
   - National Winners

8. Coherence
   - National Runner Up

9. DYPIMS National Conference
   - Best Paper Award

10. Speculize
    - Winners & 2nd Runner-up

11. Continuum
    - National Runner Up

12. Envisage
    - National Runner Up
PLACEMENT COMMITTEE- SPC and JPC

Sukhada Deshpande
Subhadip Sinha
Varnika Rawat
Ritika Gupta
Vigneshwaran H

Yash Ladawala
Anish Bagga
Simran Thadhani
Neha Kumari
Raj Parekh

Megha Malhotra
Pashangh Irani
Vishal Varma
Pragati Tripathi
Shivangi Prasad