



**FREE webinar on:** Leveraging the Power of Unstructured Data for Capturing Consumer Insights in the Digital Era: Challenges & Opportunities | Date: 27-June-2020 (Sat.) | Time: 02:00 pm - 05:30 pm

**SCHEDULE**

| <b>Time</b>      | <b>Speaker</b>   | <b>Topic</b>   |
|------------------|--|--|
| 02:00 - 02:20 pm | <b>Prof Satyabhusan Dash</b><br>Professor-Marketing & Chair-CMEE,<br>IIM Lucknow   | Welcome Address<br>Conceptualization, overview of<br>current and potential usage of unstructured data in<br>substantive areas in marketing |
| 02:20 - 02:40 pm | <b>Abhishek Singh, IAS,</b><br>CEO-MyGov & National e-Governance Division,<br>Ministry of Electronics & IT                     | Usages of unstructured data for generating insights :<br>Perspectives from NEGD and MyGov  |
| 02:40 - 03:00 pm | <b>Vinit Goenka,</b><br>Member-Governing Council, CRIS, Ministry of<br>Railways & Former National Co-Convener, IT<br>Cell, BJP | Usages of unstructured data for generating insights :<br>Indian Railways perspective   |
| 03:00 - 03:20 pm | <b>Priyanka Bhargav,</b><br>Director-Brand Marketing & Head-Research &<br>Insights, Flipkart                                   | Usages of unstructured data for generating insights :<br>e-commerce Industry perspective   |
| 03:20 - 03:40 pm | <b>Prof Moutusy Maity,</b><br>Professor-Marketing, & Member-CMEE<br>Governing Board, IIM Lucknow                               | Integrating unstructured data from the online and<br>offline environments for capturing consumer Insight                                   |
| 03:40 - 04:00 pm | <b>Manish Makhijani,</b><br>Global Consumer Insights Director,<br>Unilever   | Analysis and usages of unstructured data for<br>generating insights : FMCG Industry perspective  |
| 04:00 - 04:20 pm | <b>Sunder Muthuraman,</b><br>CEO (APAC) , Global Chief Client Officer-<br>Analytics Practice, Kantar                           | Analysis and usages of unstructured data for<br>generating insights for marketers from Kantar<br>perspective                               |
| 04:20 - 04:40 pm | <b>Subhranshu Rout</b><br>Head - Consumer Insights & Intelligence,<br>Bharti Airtel  | Usages of unstructured data for generating insights :<br>Telecom Industry perspective  |
| 04:40 - 05:00 pm | <b>Amit Gupta,</b><br>Vice President, Consulting & Analytics,<br>MasterCard  | Usages of unstructured data for generating insights :<br>Financial Services perspective  |
| 05:00 - 05:20 pm | <b>Mohan Krishnan,</b><br>Ex-Senior Vice President, Kantar & Member-<br>CMEE Governing Board,<br>IIM Lucknow                   | Text Analytics for Insights Mining : Innovative<br>applications across domains   |

**Vote of Thanks**