



GOPALAN
**COLLEGE OF ENGINEERING
AND MANAGEMENT**
Whitefield, Bengaluru



- 1. Activity/Event Name:** Guest Lecture on “Real-World Data Science: Solving Business Problems with Analytics”
- 2. Thrust Area of the Event/Program:** Emerging Areas of Technology (AI, ML, Big Data, Robotics, IoT, Blockchain)
- 3. Level of the Activity/Program:** 3
- 4. Semester of the Event Conducted:** II
- 5. Quarter of the event conducted:** Quarter 4(1st June 2026 - 31st August 2026)
- 6. Date of the Event/Program/etc.:** 25-08-2026
- 7. Duration of the Event/Program:** 180 Minutes
- 8. Number of faculty participation:** 02
- 9. Number of Students Participated:** 84
- 10. Funds utilized for the Event/Program:** -Rs 6000/-
- 11. Department:** Department of CSE in collaboration with IIC - GCEM
- 12. Objective:**

The session aims to provide students with practical exposure to real-world Data Science, Exploratory Data Analysis, Data Visualization, Predictive Analytics, and Machine Learning techniques, while demonstrating their applications in solving business problems and supporting data-driven decision-making. To help students understand how raw data can be transformed into meaningful insights and actionable information using analytical tools and techniques. It also seeks to familiarize students with industry-oriented practices, real-world case studies, and the role of Python in data analysis and machine learning. Furthermore, the lecture is intended to enhance students' analytical thinking, problem-solving skills, and awareness of career opportunities in Data Science and Business Analytics, thereby bridging the gap between academic learning and industry requirements.



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13. Summary:

The Department of Computer Science and Engineering, Gopalan College of Engineering and Management (GCEM), Whitefield, Bengaluru, in association with the Institution's Innovation Council (IIC), organized a session on "Real-World Data Science: Solving Business Problems with Analytics" on 25th August 2026 from 9:00 AM to 12:00 PM at LH 305.

The session was addressed by Dr. Gayathri Nagarajan, Founder of Data Science Madeeasy, Technical Panel Member at Ardent Technologies, and Research Mentor at Scholarscolab, Germany. With her expertise in Data Science, Analytics, Machine Learning, and Research, she shared valuable insights into the practical application of data-driven approaches for solving real-world business problems and supporting effective decision-making.

The talk covered key aspects such as Real-World Data Science and its applications, Exploratory Data Analysis (EDA), Data Visualization using Python, Predictive Analytics, and Machine Learning. Through practical examples, case studies, and industry-oriented insights, the speaker demonstrated how raw data can be transformed into meaningful information and actionable business insights. The session emphasized the importance of analytical thinking, data interpretation, and applying appropriate Machine Learning techniques to address real-world challenges. The expert interaction further encouraged students to explore Data Science, Business Analytics, and Machine Learning as emerging career and research areas while strengthening the connection between academic concepts and practical industry applications.



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14. Benefits:

- Students will gain a clear understanding of the real-world applications of Data Science and Business Analytics in solving practical business problems.
- Participants will learn how Exploratory Data Analysis (EDA) and Data Visualization using Python can be used to identify patterns, trends, relationships, and meaningful insights from datasets.
- Students will develop awareness of Predictive Analytics and Machine Learning techniques and their role in forecasting outcomes and supporting data-driven decision-making.
- Attendees will gain practical insights into industry-oriented Data Science case studies, helping them connect classroom concepts with real-world applications.
- The session will enhance students' analytical thinking, problem-solving, data interpretation, and decision-making skills through practical examples and expert insights.
- Students will become more familiar with the Python programming tools and techniques used in Data Science, encouraging them to strengthen their practical and technical skills.



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15. Registration details/Attendance Sheet: Registration details

Sr.No	Department	USN Number	Student Name	Signature
1	CSE 7 th B	16D23CS065	Monalisha Nayak	Monalisha
2	CSE 7 th B	16D23CS099	Shreya R	Shreya R
3	CSE 7 th B	16D23CS063	Maria Amushka S	Maria
4	CSE 7 th B	16D23CS107	Sugan	Sugan
5	CSE 7 th B	16D23CS108	Sunny	Sunny
6	CSE 7 th B	16D23CS112	Avinash	Avinash
7	CSE 7 th B	16D23CS080	Prince	Prince
8	CSE 7 th A	16D23CS024	Chigantevi A	Chigantevi A
9	CSE 7 th B	16D23CS075	Pavan S	Pavan S
10	CSE 7 th B	16D23CS074	P Mohan	P Mohan
11	CSE 7 th A	16D23CS026	Darshan A	Darshan A
12	CSE 7 th A	16D23CS004	ABHISHEK R	ABHISHEK R
13	CSE 7 th A	16D23CS028	Deva Dhan	Deva Dhan
14	CSE 7 th A	16D23CS021	Chandira Prakash V	Chandira Prakash V
15	CSE 7 th B	16D23CS082	Punith	Punith
16	CSE 7 th A	16D23CS407	Rajesh	Rajesh
17	CSE 7 th A	16D23CS058	Tarun	Tarun
18	CSE 7 th A	16D23CS005	Adhitya	Adhitya
19	CSE 7 th A	16D23CS403	Gresh	Gresh
20	CSE 7 th A	16D23CS009	Ambresh R.	Ambresh R.
21	CSE 7 th A	16D23CS018	Challen Janki Ram	Challen Janki Ram
22	CSE 7 th A	16D23CS007	Akash	Akash
23	CSE 7 th B	16D23CS125	Yogesh S	Yogesh S
24	CSE 7 th A	16D23CS016	C.S. Jayaram Kumar	C.S. Jayaram Kumar
25	CSE 7 th A	16D23CS057	M. Vivek	M. Vivek
26	CSE 7 th A	16D23CS008	AKSHAY A DADA	AKSHAY A DADA

Signature of the IIC Coordinator

Signature of the HoD



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Sr.No	Department	USN Number	Student Name	Signature
27	CSE 7 th B	16D23CS121	VINAYAKA.V	Vinayaka.V
28	CSE 7 th B	16D23CS120	VINAY.S	Vinay.S
29	CSE 7 th B	16D23CS061	Mallikarjun	Mallikarjun
30	CSE 7 th B	16D23CS116	VARUN.MI	Varun.MI
31	CSE 7 th A	16D23CS062	MANDJ	Mandj
32	CSE 7 th A	16D23CS056	SHARATH	Sharath
33	CSE 7 th B	16D23CS091	PUPA SHREE	Pupa Shree
34	CSE 7 th B	16D23CS104	Kavya	Kavya
35	CSE 7A	16D23CS040	JANANI.BM	Janani.BM
36	CSE 7A	16D23CS030	DIYASHREE.C	Diyaashree.C
37	CSE 7B	16D23CS077	Ponnarasi	Ponnarasi
38	CSE 7A	16D23CS051	Sivisha.k	Sivisha.k
39	CSE 7A	16D23CS048	Kavya.SI	Kavya.SI
40	CSE 7A	16D23CS017	Himma challa	Himma challa
41	CSE 7B	16D23CS0124	Y.P. Thanusha	Y.P. Thanusha
42	CSE 7B	16D23CS093	Sakshi Sharma	Sakshi Sharma
43	CSE 7A	16D24CS409	Supriya.V	Supriya.V
44	CSE 7A	16D23CS043	Harshini Priya	Harshini Priya
45	CSE 7A	16D23CS031	Dinyashree KM	Dinyashree KM
46	CSE 7A	16D23CS045	K Tanu Sri Reddy	K Tanu Sri Reddy
47	CSE 7A	16D23CS012	Anushree.MN	Anushree.MN
48	CSE 7A	16D23CS006	Aishwarya.P.S	Aishwarya.P.S
49	CSE 7B	16D23CS092	Saharshi.N.Reddy	Saharshi.N.Reddy
50	CSE 7B	16D23CS085	Rajini.K.R.V	Rajini.K.R.V
51	CSE 7B	16D23CS086	Rakshit M	Rakshit M
52	CSE 7A	16D23CS060	Madhuvathi.KL	Madhuvathi.KL
53	CSE 7B	16D23CS084	Rachana.M	Rachana.M
54	CSE 7A	16D23CS038	Himani Sadanala	Himani Sadanala
55	CSE 7B	16D23CS113	Uwala.T.S	Uwala.T.S
56	CSE 7B	16D23CS101	Sinchana A.P.	Sinchana A.P.
57	CSE 7B	16D23CS105	Spunthi G	Spunthi G
58	CSE 7B	16D23CS117	Vennela G	Vennela G
59	CSE 7B	16D23CS069	Neha Hegde	Neha Hegde
60	CSE 7B	16D24CS405	Kumari	Kumari

Signature of the IIC Coordinator

Signature of the HoD



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Sr.No	Department	USN Number	Student Name	Signature
61	CSE 7A	1GD23CS044	K.S.Bhavana	Bhavana
62	CSE 7A	1GD23CS037	Harshitha.B.A	Harshitha
63	CSE 7A	1GD23CS033	Gagana.C	Gagana
64	CSE 7B	1GD23CS094	Sakthi Magdhuwari V	Sakthi
65	CSE 7B	1GD23CS098	Shreeka.K	Shreeka
66	CSE 7A	1GD23CS025	Chitra.V.Gowda.	Chitra
67	CSE 7A	1GD23CS011	Anusha.S	Anusha
68	CSE 7A	1GD23CS001	A.S. Pallavi	Pallavi
69	CSE 7A	1GD23CS014	B. Brunda	Brunda
70	CSE 7A	1GD23CS020	chandana.D	Chandana
71	CSE 7A	1GD23CS059	Madhushalini	Madhushalini
72	CSE 7A	1GD23CS010	Angel Beulah.K	Angel
73	CSE 7B	1GD24CS404	Keerthana.A	Keerthana
74	CSE 7B	1GD24CS401	Chandushree DS	Chandushree
75	CSE 7A	1GD23CS050	Keerthi.K.P	Keerthi
76	CSE 7A	1GD23CS049	Kavya Shree P	Kavya
77	CSE 7A	1GD23CS039	Jahnvi N	Jahnvi
78	CSE 7A	1GD23CS054	KUSUMA TP	Kusuma
79	CSE 7B	1GD23CS068	Navyashree S	Navya
80	CSE 7A	1GD23CS034	Kasini.S	Kasini
81	CSE 7B	1GD23CS087	Rakshitha.M	Rakshitha
82	CSE 7B	1GD23CS102	Sindhu KN	Sindhu
83	CSE 7B	1GD23CS076	Pragna Priya	Pragna
84	CSE 7B	1GD23CS089	Rithika	Rithika
			Rithika.B	Rithika.B

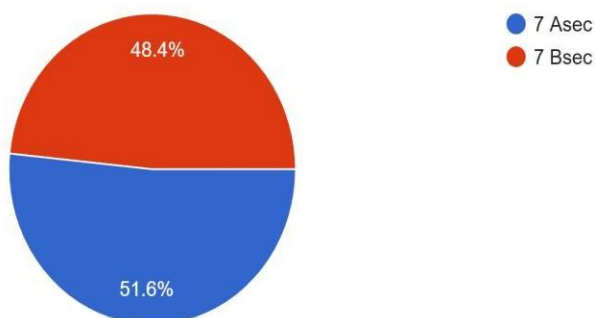
Signature of the IIC Coordinator

Signature of the HoD



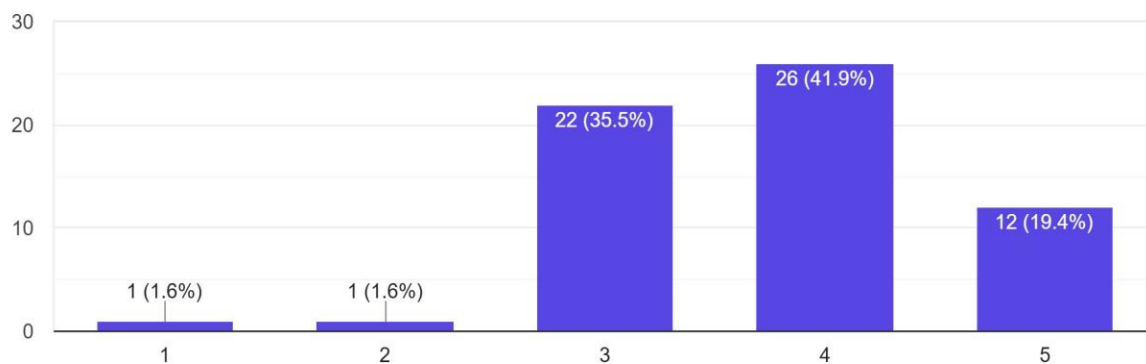
16. Feedback Form:

Section
62 responses



Relevance of the topic to the engineering curriculum . 1 – Poor, 2 – Fair, 3 – Good, 4 – Very Good, and 5 – Excellent.

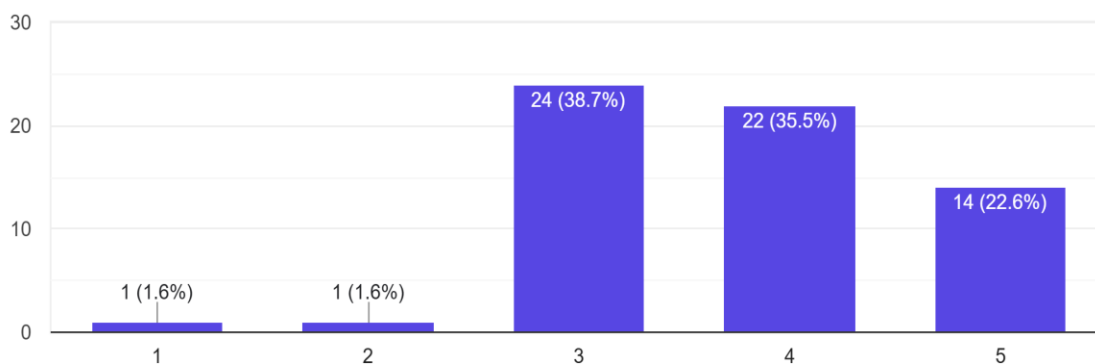
62 responses





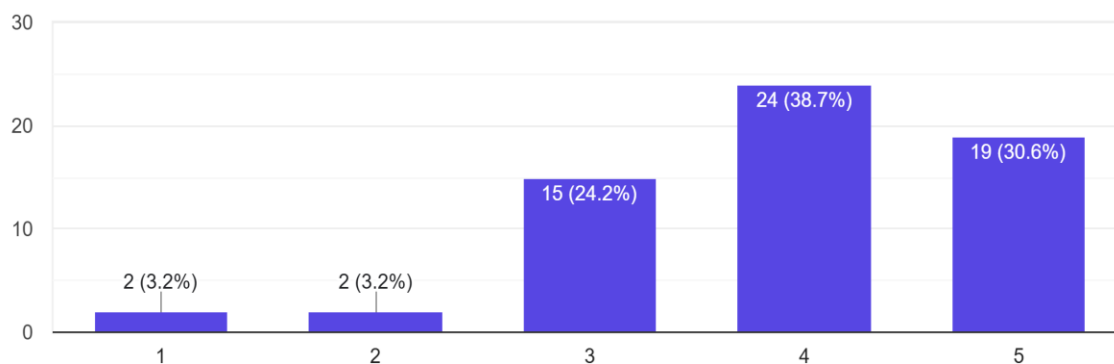
Clarity and effectiveness of presentation

62 responses



Use of real-world/industry examples

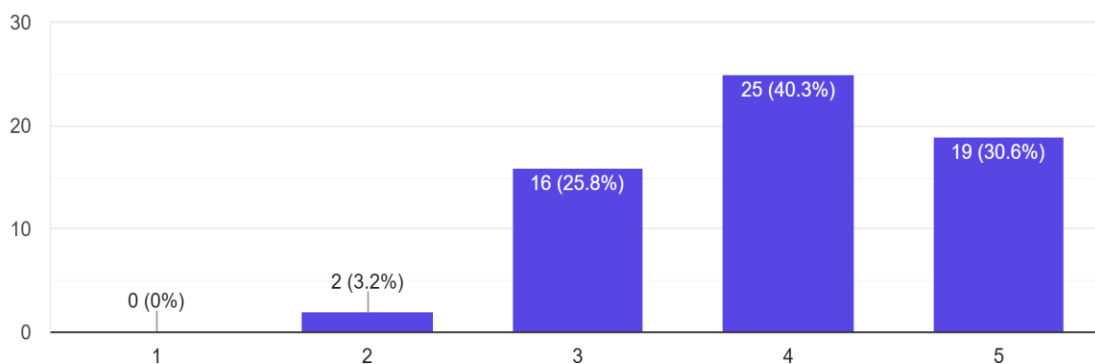
62 responses





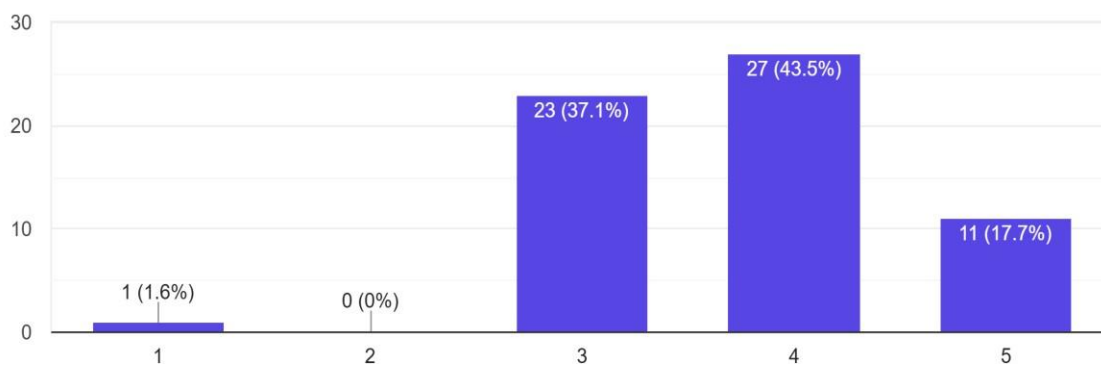
Interaction and engagement with students

62 responses



Usefulness of the session for academic/career development

62 responses



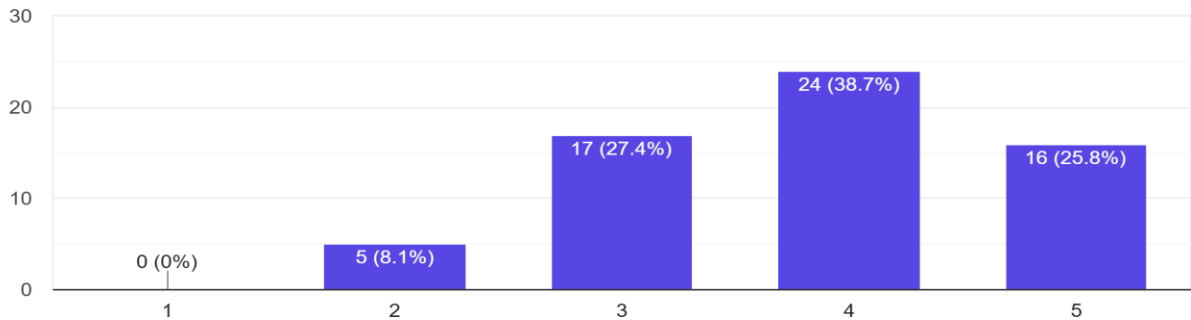


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Overall effectiveness of the guest lecture

62 responses



Take aways and Suggestions

- **Content Value:** Attendees gained insights into the practical importance and real-world application of data science through case studies and general information.

17. Flyer for the event:



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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING
PRESENTS

A GUEST LECTURE ON

**REAL-WORLD DATA SCIENCE:
SOLVING
BUSINESS PROBLEMS
WITH ANALYTICS**





25-08-2026
09:00AM to 12:00PM



LH 305

RESOURCE PERSON
**Dr. GAYATHRI
NAGARAJAN**
DATASCIENCEMADEEASY - FOUNDER
ARDENT TECHNOLOGIES - TECHNICAL
PANEL MEMBER, SCHOLARSCOLAB
RESEARCH MENTOR, GERMANY

Happy Patel & S. Suguna
FACULTY COORDINATORS

Dr. Swathi .Y
HOD - CSE

Dr. Nageswara Rao
IIC PRESIDENT & HEAD - COE

Dr. S. N. Chandrashekara
PRINCIPAL, GCEM



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18. Photo Collage of the Event/Program -



19. Social Media Handles:

Social Media Handles	
Instagram	https://www.instagram.com/p/Dck77t-DkAA/?igsi=MTd4cG54NHJ6OG9oZg==
LinkedIn	https://lnkd.in/p/gM_Ax4tB



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20. Details of the Resource Person/Speaker/Expert/Judge/Evaluator

S. No	Particulars	Details
1	Name of the Speaker/Expert	Dr. Gayathri Nagarajan,
2	Industry/Company/Organization	Data Science Madeeasy - Founder, Ardent technologies - Technical panel member, Scholarscolab - Research mentor
3	Designation	Data Science Madeeasy – Founder
4	Mobile Number (WhatsApp)	88611 33517
5	E-mail id (Official and Personal)	gayu1083@yahoo.com
6	Address of the Speaker	Germany

15. Names of the Faculty Coordinator: Happy Patel ,Suguna S,

16. Names of the Student Coordinator: NA

Prepared By
Faculty Coordinator

Verified By
Department HoD

Approved By
IIC President