

## REPORT ON

### “One Day Seminar on Unit No.-3 Advanced Analytical Tools (Marketing Research)”

**Day:** Friday

**Date:** 22/03/2024

**Time:** 09.30 AM-03.30 PM

**Total Number of Participants:** 29

**Class:** MBA I (Marketing Specialization Students)

**Category:** Institute Level

#### Objectives:

1. To introduce students to advanced analytical tools used in marketing research, such as factor analysis, cluster analysis, conjoint analysis, and discriminant analysis.
2. To provide an insight on emerging trends in marketing research and how advanced analytical tools are shaping the future of marketing intelligence and consumer behavior analysis.
3. To understand challenges and limitations associated with the application of advanced analytical tools in marketing research, providing practical strategies to overcome them.

#### Guest Speaker:

1. Dr. Yogesh Bhowte- Professor, RMDSMS, Kondapuri (Contact no. 9096368866, Mail. Id: ywbhowte.sknsbm@sinhgad.edu )

#### Session Summary:

RMDSSOMS organized One Day Seminar on Unit No.-3 Advanced Analytical Tools (Marketing Research) for MBA I year marketing specialisation students. The seminar started with the introduction of the guest speaker Mr. Yogesh Bhowte by Ms. Aishwarya Thappa (MBA I year student) and felicitation by dean ma'am Dr. Swati Vijay. Mr. Yogesh Bhowte started with explaining briefly advanced analytical tools that are used in marketing research. He described the various tools such as factor analysis, cluster analysis, conjoint analysis, and discriminant analysis which are the part of the MBA syllabus. He also talked about challenges and limitations associated with the application of advanced analytical tools in marketing research and explained practical strategies to overcome them.. The session was concluded with the Q & A between guest speaker and students, followed by vote of thanks by Ms. Divya Bole (MBA I year student).



**Outcome of the session:**

- Students learned the concept of Advanced Analytical Tools.
- Factor analysis, cluster analysis, conjoint analysis, and discriminant analysis such analytical tools were explored.
- Also the emerging trends in marketing research and how advanced analytical tools are shaping the future of marketing intelligence and consumer behavior analysis were understood.

**Name of Student Coordinators/ Volunteers:**

Roll No.	Name of the Students
171	Aishwarya Thappa
17	Divya Bole

Mrs. Dhanshree Borawake

**Name Faculty Coordinators**

Report prepared by:

Mrs. Dhanshree Borawake

Asst. Professor (RMDSSOMS)

Dr. Swati Vijay

Dean (RMDSSOMS)

### Event photos:



**Introducing Guest Speaker Dr. Yogesh Bhowte to the Students**



**Guest Speaker addressing the Students**