



MGR ASSOCIATION FOR GREAT INNOVATIVE CREATORS

Information Technology

Event Title	ALUMNI SERIES - II on " Business intelligence and management"		
Objective of Event	The aim objective of the Alumni Series is to make the students aware of the current industrial needs and requirement.		
Chief Guest /Speaker Details	Ms. Lakshmi Senthil Velan, Consultant, Virtusa Consulting Services Pvt Ltd		
Date	10/06/2021	Time	10.30 AM to 12.00 PM
Venue	YOUTUBE	No. of Participants	104

REPORT

TITLE

" Business intelligence and management"

CONTENT

Faculty of Engineering and Technology, Department of Information Technology of Dr. M.G.R. Educational and Research Institute, under the benevolence of our Honorable President sir and under the constant support guidance of Prof. Dr. S. GeethaLakshmi, our Vice Chancellor madam, organized the Alumni Series II on BUSINESS INTELLIGENCE AND MANAGEMENT on 10.06.2021 at 10.30 am.

The Alumni Series II on BUSINESS INTELLIGENCE AND MANAGEMENT started with the welcome address given by Dr. N. Kanya, Head of the Department, followed by the felicitation address given by our Honourable Joint Registrar, Dr. V. Cyril Raj sir. In which he mentioned the importance of Analytical Tools. Mrs. K. Nithya, Assistant Professor / IT, introduced our prominent Alumni of the batch 2007-2011 Ms. Lakshmi Senthil Velan, Consultant, Virtusa Consulting Services.

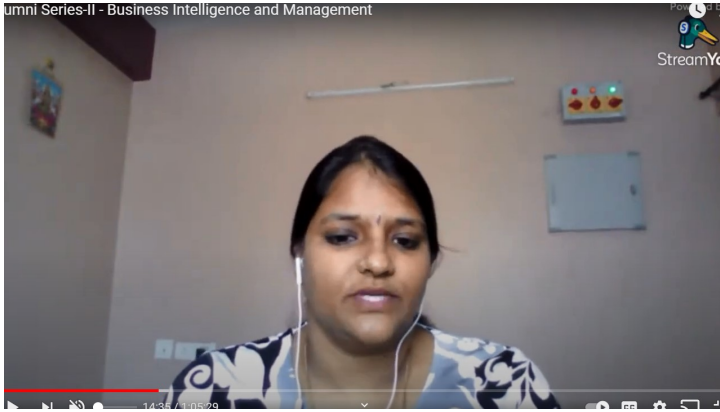
Ms. Lakshmi Senthil Velan handled the session on "BUSINESS INTELLIGENCE AND MANAGEMENT" in which she covered the scope of Business Intelligence with the open source ETL Tools the session was very interesting and informative. The session was streamed live through YouTube. Ms. Lakshmi Senthil Velan interacted well with the students and answered all the questions posted in the chatbox. The complete session was moderated by Mrs.K.Nithya, Assistant Professor/ IT, Mr.A. Kameswaran, Assistant Professor / IT, delivered the Vote of thanks.



Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE (Deemed to be University) Maduravoyal, Chennai - 600 095, Tamilnadu, India. (An ISO 9001-2015 Certified Institution)



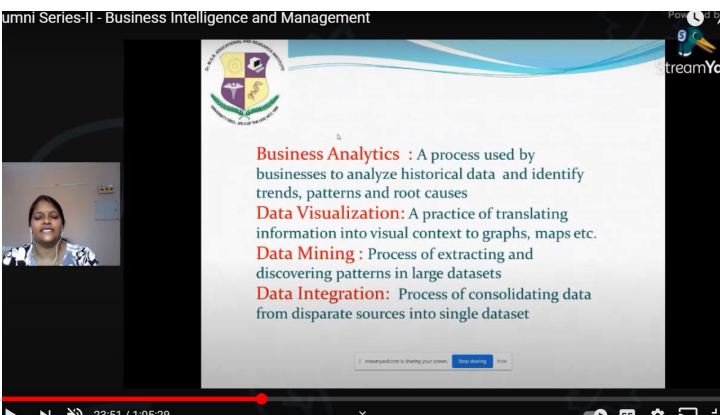
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EVENT OUTCOME

The students were able to interact with the alumni and learn how they have succeeded in getting a job after the education, to know the industrial needs and requirements.

PHOTOS





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umni Series-II - Business Intelligence and Management

DATAWAREHOUSE

Data Warehousing is process for collecting and managing data from varied sources to provide meaningful business insights

TYPES:

- EDW -> Enterprise Data Warehouse
- ODS -> Operational Data Store
- DM -> Data Marts

umni Series-II - Business Intelligence and Management

OLTP / OLAP

Business Strategies

Business Processes

Master Data Management

OLTP Operations

OLAP Information

Business Data Warehouse

Mr. KAMESHWARAN. A Mrs. K. NITHYA