ACTIVITY REPORT on Digital Analytics : Social & ORM at a Glance

Organized By:	S. Beatrice & Ms. Nilambari G. Narkar
Date of the Event:	March 24, 2023
Venue:	Computer Center, X.I.E.
Name of the Speaker(s):	Mr. Aditya Krishnan
Designation and Organization of the Speaker(s) :	Digital Transformation Manager, Accenture, Mumbai.
Participants Details:	TE & BE COMPS
Number of Participants:	128

OBJECTIVE(s):
- To illustrate digital analytics.
- To interpret social & ORM.

EVENT OUTCOME(s):
- Students are able to illustrate digital analytics.
- Students are able to interpret social & ORM.

KEY POINTS:
Student coordinator Ms. Lysandra Dsouza welcomed the participants, introduced the speaker to the audience and S. Beatrice & Ms. Nilambari G. Narkar coordinated the guest lecture.

Expert speaker, Mr. Aditya Krishnan started session by interacting with students digital trends & insights.

Further, following topics were covered:
- Basics of Digital Analytics
- Role of Social Media analytics
- A glance on tools and platforms
- Analytics Across Social Networks
- ORM

The lecture was followed by a Question-Answer session, facilitating the participants to get inputs from speaker on their queries related to the topic of the lecture. Speaker addressed the questions and provided their valuable recommendations for the same to the participants.
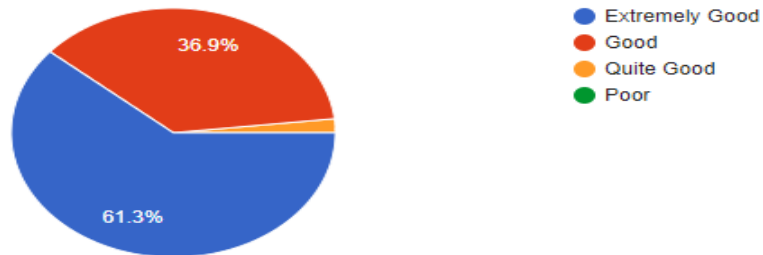
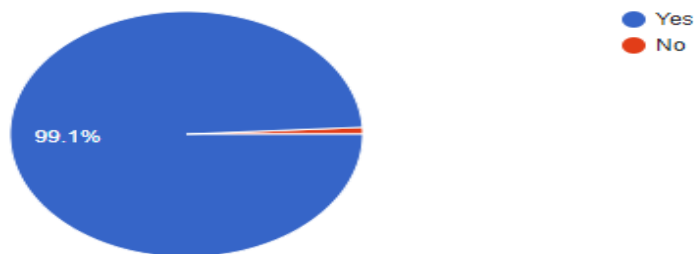Ms. Lysandra Dsouza ended session with appreciating expert speaker.

FEEDBACK:

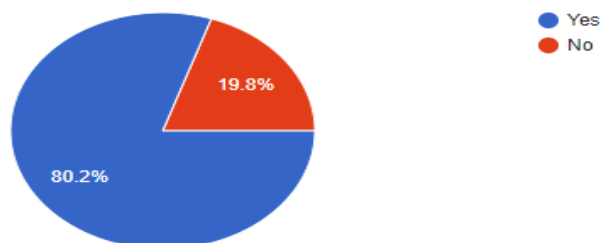**How was the overall organization of the lecture?**

111 responses

36.9%

61.3%

- Extremely Good
- Good
- Quite Good
- Poor

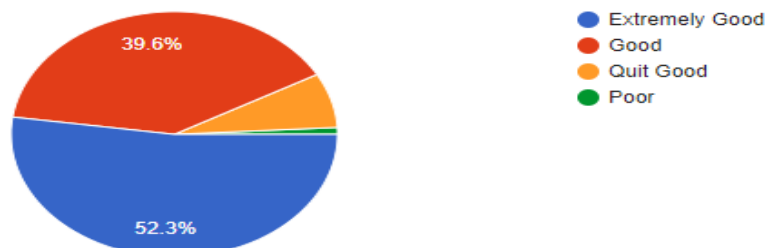**Are you satisfied with the time allotted for guest lecture?**

111 responses

99.1%

- Yes
- No

Do you feel that any prior preparation for the topic was required before attending the guest lecture?

111 responses

19.8%

80.2%

- Yes
- No

What is your overall opinion about the speaker?

111 responses

39.6%

52.3%

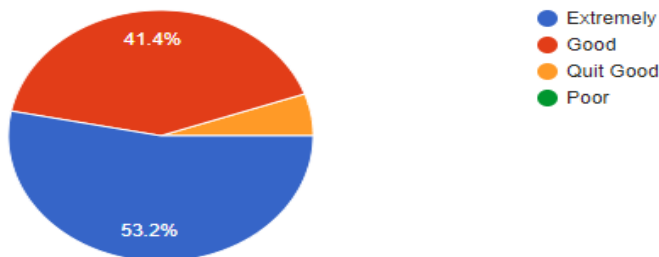- Extremely Good
- Good
- Quit Good
- Poor

Did the lecture cover the relevant points that you were expecting from the lecture?

111 responses

- Yes
- No

98.2%
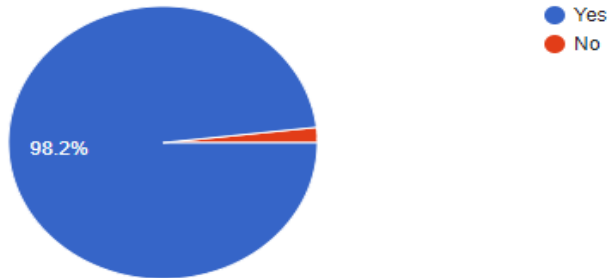
How much this lecture was useful from the knowledge and information point of view

111 responses

- Extremely
- Good
- Quit Good
- Poor

41.4%
53.2%

Do you recommended this lecture to be offered to your juniors in future too?

111 responses

- Yes
- No

99.1%
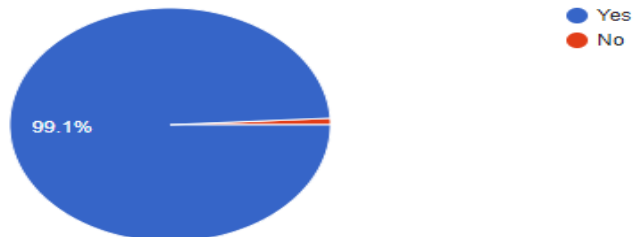
PO MAPPING:

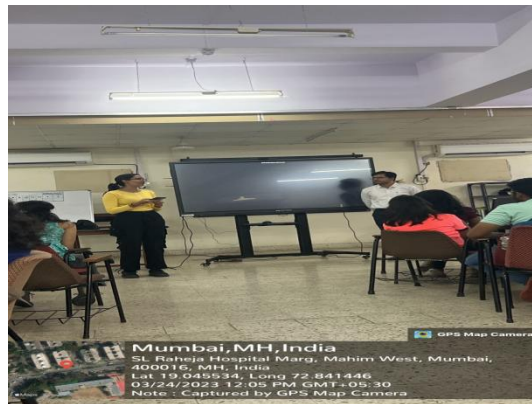|	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
Event Outcome	2	2	2	2	2	2		3	3	3		3	2	2

GALLERY:
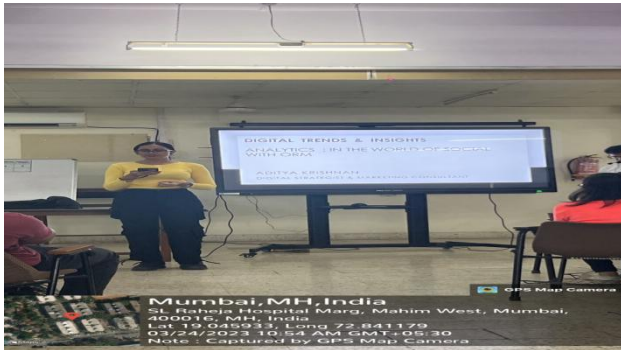
Speaker Introduction

Session conduction

Speaker Appreciation

Event Coordinators
S. Beatrice & Nilambari G. Narkar
Assistant Professor,
Computer Engineering Department