



Certification Course *in* **FOUNDATION COURSE : DATA ANALYTICS IN PHARMA**

— 17th -18th January, 2025 | 10 am to 4 pm —

in association with

IBM IBM Business
Analytics Lab



Venue: Zoom Platform

LLOYD Institute of Management & Technology

Plot No: 11, Knowledge Park II,
Greater Noida, Uttar Pradesh 201306

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Registration Form



Course Objectives:

Understand the shifting dynamics of the pharmaceutical and healthcare sectors.

Master data analytics techniques tailored to the pharma industry.

Navigate ethical and regulatory considerations in healthcare analytics.

Apply data-driven strategies to real-world challenges in pharma.

Course Overview:

The pharmaceutical industry is undergoing a digital transformation, and data analytics is at the core of this change. This course provides professionals with the tools and strategies needed to analyze healthcare trends, improve decision-making, and drive innovation. Through interactive sessions, case studies, and a capstone project, participants will develop actionable insights to tackle current and future challenges.

Target Audience:

Designed for mid-level executives from Industry and Faculty & Research Scholars in the academic arena of pharmaceutical industry looking to enhance their skills in leveraging data analytics to navigate the rapidly evolving landscape of healthcare and pharma.

Key Features:

Interactive Learning:

Live Q&A sessions and peer collaboration.

Expert Guidance:

Sessions led by industry leaders and analytics professionals.

Practical Exposure:

Work on actual pharma datasets and industry use cases.

Networking Opportunities:

Connect with fellow professionals and industry experts.

Course Modules:

DAY 1: Module 1: Navigating the Healthcare Landscape

Understanding key stakeholders and systems in global healthcare.

Identifying emerging trends and challenges in the pharma landscape.

Analyzing healthcare delivery models through data-driven insights.

Module 2: Core Data Analytics Techniques for Pharma

Introduction to statistical analysis, machine learning, and predictive modeling.

Mastering data visualization for impactful storytelling using PowerBI and Cognos, IBM tools.

Hands-on exercises using real-world pharmaceutical datasets.

Module 3: Ethical and Regulatory Frameworks

Data privacy and patient confidentiality: Best practices.

Navigating pharmaceutical compliance and market access regulations.

Evaluating the impact of policy shifts on pharma strategies.

Day-2 Module 4: Applications of Data Analytics in Pharma

- Case studies: Transformative uses of analytics in R&D, marketing, and supply chain management.
- Developing actionable strategies using AI and big data in pharma.
- Designing data-driven solutions to improve market performance.

Module 5: Capstone Project

Participants will work on an industry-relevant project that integrates learning from all modules.

****Present actionable solutions to simulate or real-world pharmaceutical challenges**

Enroll Now

Join us to stay ahead in the evolving pharmaceutical industry and make data-driven decisions with confidence!

CHIEF PATRONS



Mr. Manohar Thairani

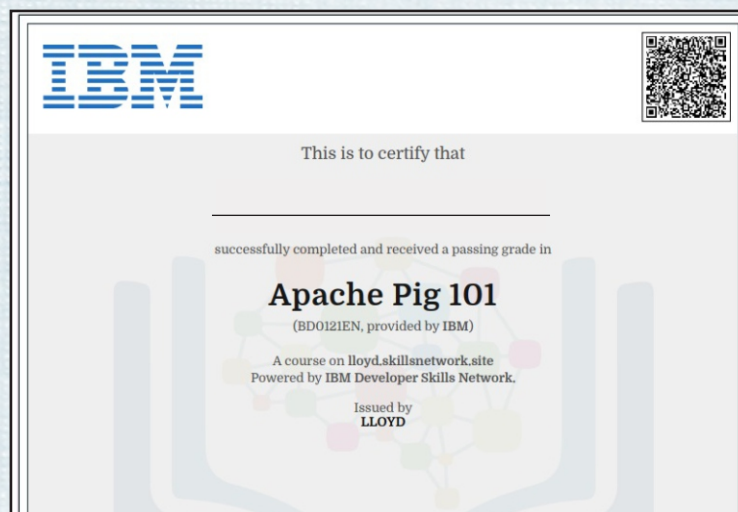
President
Lloyd Group Of Institution



Dr. Vandana Arora Sethi

Chief Strategy Officer & Head of Growth
Lloyd Group of Institutions, Greater Noida

CERTIFICATION



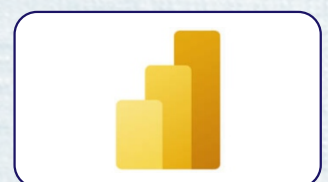
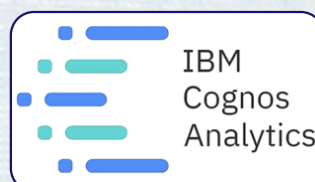
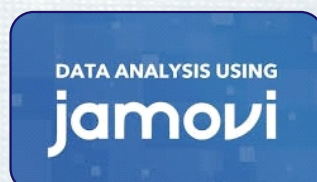
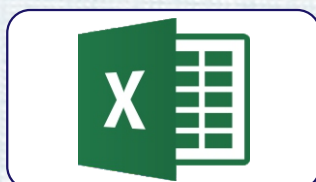
*Representation view of certificate *

Upon successfully completing the program with a minimum 70% score, participant will be awarded a certificate (as a representation given below) in data science methodology by IBM

Eligibility

working professional with domain knowledge. No prior IT training required to attend the workshop.

TOOLS COVERED



KNOW YOUR TRAINERS:



Dr. Saumendra Mohanty

Consultant Data Science & AI
Trainer & Professor

Dr. Saumendra Mohanty possesses over 35 years of extensive experience in leadership roles within Global Technology MNC Companies, coupled with an impressive track record of 5 years in academics, focusing on teaching and research. He has made significant contributions as a Visiting & Adjunct Professor in esteemed institutions where he imparts knowledge in the fields of Data Science, Statistics, Artificial Intelligence, Machine Learning & Information Technology. Dr. Mohanty's rich background in academia and industry positions him as an accomplished professional with a profound impact on the realms of education, research, and technological innovation. Concurrent with current assignment in Corporate sector, a serial entrepreneur with successful exits from two Start-ups via Merger and Acquisition and raised Seed Fund from Department of Science & Technology (DST) Start-up Accelerator.

Mr. Mohit Agrawal is currently working as Associate Professor of IT and Analytics at Lloyd Business School. He carries a 15 year experience as a Faculty in Institutes of repute across Delhi and NCR. He carries a rich Industry Experience in Insurance, Banking and Retail Lending and has been associated with companies like Bajaj Allianz, ICICI Bank, Magma Fincorp and has handled the Credit Analysis wings for over 5 years. He has also been associated with Institutes like BML Munjal University, Galgotias University, FIIB (Delhi), Accurate Institute, Sriram Business School, Sharda University, IILM, AIMA and others as a resource person for various training and Development sessions in Advanced Excel, POWER BI, Excel Dash boarding and Tableau.



Mr. Mohit Agrawal

IBM Certified
Trainer & Power BI Specialist

Dr. Neetu Bali Kamra is a highly skilled professional with a diverse background encompassing management, analytics, and technology. She holds master certifications in Descriptive Analytics, Predictive Analytics, and Design Thinking from IBM, demonstrating her expertise in data analytics and problem-solving. Currently, she occupies a techno-functional role in Business 5.0 augmentation, specializing in Human Resources (HR) processes and SAP Human Capital Management (ERP SAP-HCM).

Dr. Kamra is well-versed in Business Intelligence tools like Qlik, Power BI, and Tableau, enhancing her data-driven decision-making capabilities. With a strong research background from her doctoral program, she excels in conducting in-depth analyses. With 18 years of industry and academia experience, she brings practical insights to her work. Her recognition as the Best Young Faculty Award winner at Skill Up 2021 for Data Analytics by Analytics India Magazine (AIM) underscores her contributions to the analytics field.



Dr. Neetu Kamra

IBM Certified in Descriptive Analytics,
Predictive Analytics & Design Thinking

Ms. Neha Issar is a proactive professional boasting over 8 years of experience in the field of Research Analysis, with more than 4 years dedicated to Academic work. Her expertise extends to training in various areas, including Database & Query Language, Data Science using R, Data Analytics for Business Decision-making, an Overview of Python, Management Information Systems, and Enterprise Resource Planning. Ms. Issar earned her commerce degree from Dr. B.R. Ambedkar University and holds a postgraduate diploma in Finance and Marketing from JIMS Kalkaji. She is currently pursuing a PhD in Management from Amity Business School. Her career journey includes serving as a Data Researcher at S&P Global Market Intelligence Pvt. Ltd., working on projects for prominent organizations such as Aditya Birla Group and Times Internet in et.com. She also held the position of Senior Manager Investor Relations at Opera Gratia Pvt Ltd.



Ms. Neha Issar

IBM Spark & Scala Certified,
IIMBX Predictive Analytics Certified

Category	Registration Amount (INR)
Corporate	999/-
Academician	899/-
Research Scholars & Students	799/-
(This is inclusive of certification from IBM)	
Last Day Of Registration 30th December, 2024	