



DIGITAL ANALYTICS



Rewriting & Reshaping in Post COVID era

**AUGUST 22, 2020; 07.00PM
ONWARDS
ONLINE VIRTUAL WORKSHOP**

Register and pay before Aug 20, 2020 to secure your slot. We have limited slots so please register soon!

To do this, simply go to <https://bit.ly/CMAWoDA>
or Scan the QR Code given here



Topic Description

- Overview of how organizations incl small FMCG startups are focussing more on digital
- The impact of Covid19 in the Digital World
- Use of digital marketing and digital analytics to drive better decision making
- Use cases of digital analytics and how you can become a digital analytics expert

Speaker



Mr Saumik Barua
Asst Vice President,
Analytics & Information
Management - India
Citicorp India Services Pvt Ltd.

Introduction:

10 years of experience in analytics spread across domains like Banking, Retail & E-commerce, Saumik is a Post-graduate in Economics from Jadavpur University, Kolkata. He is a skilled-professional in Digital Analytics, Statistical Modelling & Machine Learning.

He leads one of the Asia Pacific Digital Analytics teams in Citigroup's Analytics & Information Management Department, Bangalore

Registration Open!

Don't Miss This Opportunity!

ANALYTICS



Registration Fee : (Incl 18% GST)

For AIMA/ CMA Members: Rs 399/- per participant

For Others: Rs 499/- per participant

For Group Registration: From a single Organization:

(of 5 or more persons): Rs 399/- per participant

(of 10 or more persons) Rs 299/- per participant

For Group Registration: From a single Institute: Call:

9330944258

Payment: NEFT/ GooglePay/ PhonePe:

Bank: Yes Bank, Branch- Dalhousie, Kolkata,

A/c No- 019094600001380, IFS Code: YESB0000190

Axis Bank, Dalhousie Square Branch, A/c

No. – 914010034018753, IFSC: UTIB0000153

**Call 9330944258/ E-Mail:
calmanage@gmail.com/
cmakolkata@gmail.com**



**For Registration Scan the
Code or go to:**

<https://bit.ly/CMAWoDA>