

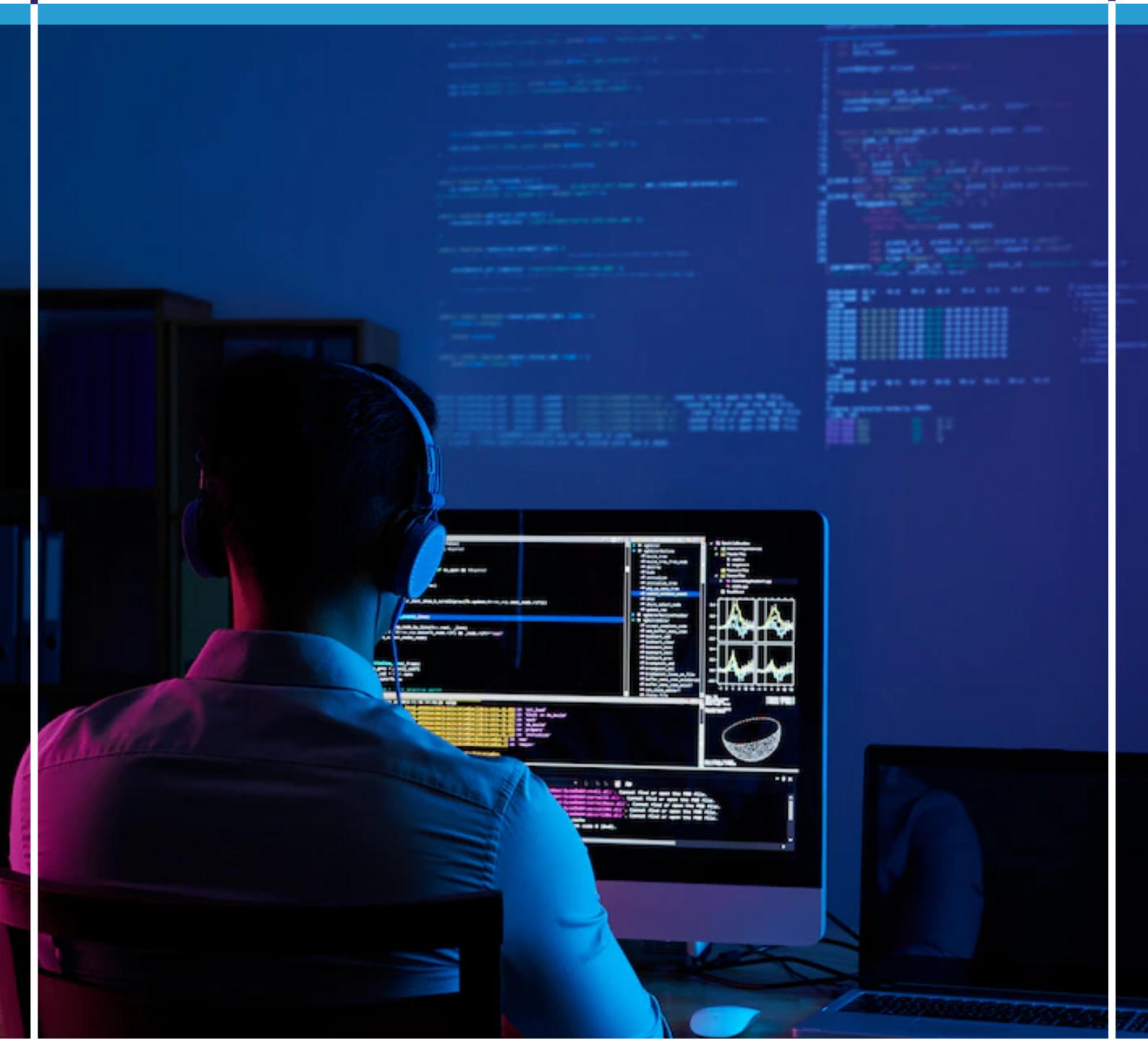


School of Business and Management

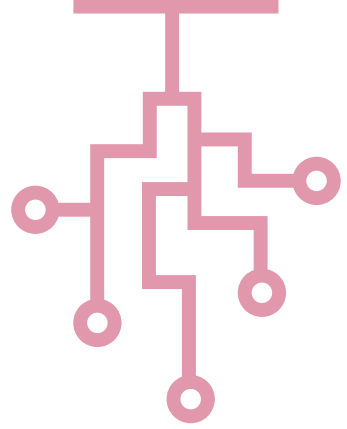
TechTalk

The science of Connecting World

Christ Business Analytics Club



Organizational Structure



Dr. Durgansh Sharma



Dr. Tarun Kumar Singhal



Aaditya Aggarwal
Student Coordinator



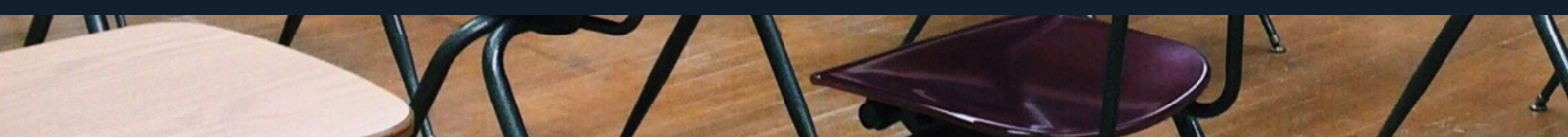
Yashwin Anand
Student Coordinator



V Mohitha
Media and Design



Akansha Prakash
Content Editor



Connecting the Dots:

You can't connect the dots looking forward; you can only connect them looking backward. It would help if you trusted that the dots would somehow connect in your future. This approach has made all the difference in business strategy. This article shall highlight the five most important steps toward joining the dots in the organization's data.

- 1. Know your customer's touchpoints to re-visit the business strategy*
- 2. Aggregation of the touchpoints using consolidation through data collections tools*
- 3. Develop digital transformation with the center of excellence*
- 4. Put data on an operational front*
- 5. Discover the paradigm shift*

Faculty Coordinators



**Dr. Durgansh
Sharma**



**Dr. Tarun Kumar
Singhal**



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YouTube: The Dawn of a New Television Era?

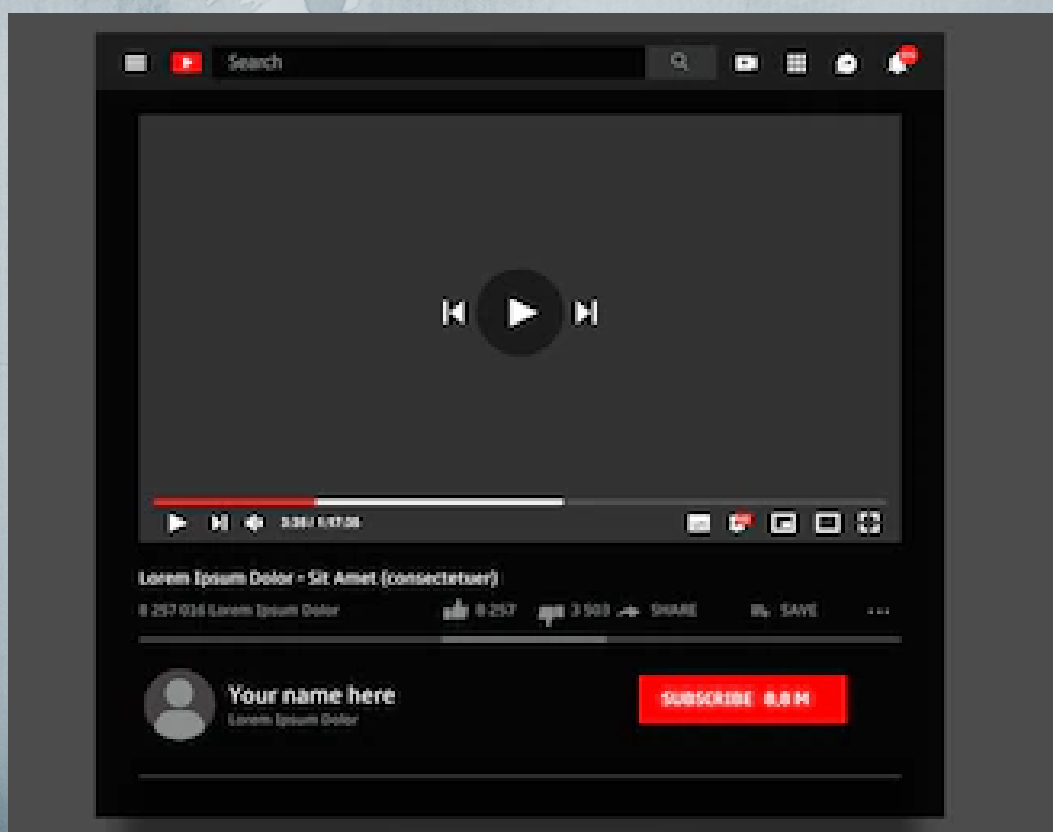
By Yashwin Anand

Digital video is the most popular form of social media among 18-44-year-olds, with an estimated 4.5 billion global users and projected advertising expenditures of \$37 billion by 2022 across all platforms of video sharing. YouTube, which receives over 1 billion hours of video viewing per day, accounts for roughly a quarter of the projected advertising expenditure. As a result, YouTube is one of the most popular communication channels, with a large budget set aside for marketing communications aimed at the aforementioned age group.

V

YouTube is the second most popular search engine in the world, the third most visited website, and the primary video content consumption and creation platform. Its massive popularity among social media users is due to its free membership, uploading, and/or viewing of content. Every month, approximately 1.5 billion people use YouTube, with two-thirds of them being between the ages of 18 and 44; more than 400 hours of video are uploaded per minute, 1 billion hours of video content are watched per day, and more than 50% of YouTube content is viewed on mobile devices.

The growth and explosion of video marketing is undeniable, with major social media platforms like Facebook, Twitter, and Instagram focusing on video-first strategies. It's easy to see why brands are spending more money than ever before on video content and advertising on YouTube. Thus, as a marketer, one might want to know how his efforts are yielding measurable outcomes. This is where YouTube Analytics comes to the rescue. Its effectiveness as a marketing communication platform can be measured by the number of click-through view rates, completed video views and/or shares, and number of comments and likes. Thus, with ever increasing technology businesses are now far closer than ever to customers. The emerging social media and their implications are unparalleled not only for society but also for how businesses are promoted. Hence, it goes without saying that YouTube is a platform with a huge potential not just for business but also for pressing social issues to be supported, helped and solved.



AI, Philosophy and Religion

By Aaditya Aggarwal



Machine learning and other artificial intelligence (AI) techniques have a lot of success with scientific and technical tasks like predicting how protein molecules fold and recognizing faces in a crowd. So, how much can AI advise us about philosophy and religion?

There have been numerous English translations of all major religious texts available but there is little evidence that their quality has been maintained. For example, translations of songs and poems not only break rhythm and rhyming patterns but can also result in the loss of semantic information.

We can begin by analyzing English translations of the Bhagavad Gita, an ancient Hindu text originally written in Sanskrit, using deep learning AI methods. This can be done using a deep learning-based language model called BERT. Through this, we can study the sentiment (emotions) and semantics (meanings) in the translations. Despite huge variations in vocabulary and sentence structure, we can find that the patterns of emotion and meaning were broadly similar in each case.

Semantic comparison of translations of Bhagavad Gita verses						
Chapter and verse	Eknath Easwaran	Mahatma Gandhi	Shri Purohit Swami	EE-MG	MG-SPS	SPS-EE
3:4	One who shirks action does not attain freedom; no-one can gain perfection by abstaining from work.	Never does man enjoy freedom from action by not undertaking action, nor does he attain that freedom by mere renunciation of action.	No man can attain freedom from activity by refraining from action; nor can he reach perfection by merely refusing to act.	0.753	0.879	0.837
7:9	I am the sweet fragrance in the earth and the radiance of fire; I am the life in every creature and the striving of the spiritual aspirant.	I am the sweet fragrance in the earth; the brilliance in fire; the life in all beings; and the austerity in ascetics.	I am the Fragrance of the earth, the Brilliance of fire. I am the Life Force in all beings, and I am the Austerity of the ascetics.	0.909	0.917	0.856
9:18	I am the goal of life, the Lord and support of all, the inner witness, the abode of all. I am the only refuge, the one true friend; I am the beginning, the staying, and the end of creation; I am the womb and the eternal seed.	I am the Goal, the Sustainer, the Lord, the Witness, the Abode, the Refuge, the Friend; the Origin, the End, the Preservation, the Treasure-house, the Imperishable Seed.	I am the Goal, the Sustainer, the Lord, the Witness, the Home, the Shelter, the Lover and the Origin; I am Life and Death; I am the Fountain and the Seed Imperishable.	0.839	0.907	0.871

This paves the way for AI-based technologies that can be used to compare translations and assess sentiment in a variety of texts.

Stereotypes of Tech-savvy people

By Rakansha Prakash

We are expecting more from technology and less from each other as a society, according to Sherry Turkle, an MIT psychologist and author of *Alone Together*. "All of us are now techies. There's a shift in power and a new level of respect since we're so reliant on these folks." University of Washington psychology professors have concluded that this person is likely to be a 'geeky', computer-obsessed individual who lacks interpersonal skills, as well as a male. Her research team discovered that the stereotype of a computer nerd discourages women from seeking careers in the field. Because of the influence of cultural stereotypes on job choices, increasing the number of women in computer science may be dependent on changing the perception of who belongs in the field.

"Oh, no, [computer science] isn't for me..." I don't have code dreams as they do."

- Carnegie Mellon University female student

The quote above depicts how prejudices about people in a discipline can have a significant impact on academic decisions. This student may have the ability to be a good computer scientist, but her perceptions about computer scientists—that they "dream in code"—leave her wondering if she belongs in the field. In this paper, we focus on computer science, a topic that is growing in importance in the United States in terms of job growth and compensation, as well as in molding the future. Despite the field's popularity and influence, women are still underrepresented in computer science. Women anticipate a career in computer science to a lesser extent than men across all age groups in the United States and many other nations. Gender disparities in computer science not only result in women missing out on lucrative and influential careers, but they also risk depriving society of the benefits that diverse perspectives can provide.

Another cliché is that computer scientists are fascinated with computers and programming to the expense of all other interests. This imagined undivided focus is reflected in claims that computer scientists were "born coding" or "dream in code." Both male and female undergraduates stereotype computer scientists as having an "obsession with machines" and being "myopically concentrated [on computers]...to the exclusion of all else."

Computer scientists, like other scientists, are stereotyped as "smart," "geniuses," and "logical." The widespread perception of computer scientists as nerds or geeks reinforces the idea that they are intelligent. This link between computer science and "nerdiness" is widely promoted in American media, and it is endorsed by male and female undergraduates as well as high school pupils in the United Kingdom. Even when no true inequalities exist, both male and female students perceive males in computer science to have a better GPA than girls in the area, and women have less confidence in their computer aptitude than men. As a result, some women, even those who are qualified to enter the area, may believe they are not cognitively equivalent to those currently working in the sector and may be hesitant to do so.

Although the current dot-com boom has burst, its impact on the kind of students drawn to computer science at institutions across the country appears to be here to stay.

Only a third of computer science majors define themselves as "geeks," according to a recent study by academics Christine M. Pearson of the University of North Carolina and Mike M. Yang of Temple University. This is a considerable decrease from only a few years ago. Short-sleeved shirts and pencil protectors in the pockets of prototypical techno-nerds are hard to come by these days. Indeed, walking around campus and seeing a range of students on their way to the computer science department is not difficult.

This transformation is steadily being incorporated into the collective psyche, as anybody can witness. A pasty, willowy student in a goofy shirt, face concealed under bangs and glasses may no longer be the first image that comes to mind when you think of a computer science major.

Many image experts admit it: 'Computer Scientist = Geek' is no longer a word association game.

According to observers, computer science has degeeked. Many people expect that the recent trend of less nerdy, more well-rounded, and overall more user-friendly students will help to repair the computer science major's tarnished image.

Electric Vehicles: A Blessing in Disguise or an Undefined Threat?

By V Mohitha

Electric vehicles, one of the most burning topics, have become the talk of the town in recent times. It has become the wave of the future with the expectations of a cleaner environment and lesser costs to the consumers as some of the advantages added to its credit. As stated in the common idiom, "Every coin has two sides", the swing of Electric Vehicles does not only have a brighter side to it in lieu of the advantages it imparts to its users but also possesses certain disadvantages which can cause greater harm to the consumers. In this article, we have tried to identify the problems associated with EVs and suggested their possible solutions as a reasonable man of society. We believe that the power source in the EVs is a potential risk to the lives of the users and also the other people in proximity to them therefore keeping in mind the dynamic nature of the environment and its take on EVs, some possible solutions have been enunciated further in the article.

An Ola e-scooter was seen emitting smoke before being ruined in flames in Pune.

Last year, Okinawa and Pure EV e-scooters caught fire, as did other incidents of electric buses catching fire around other parts of the world.

The problem seems to be the power source of the electric vehicle which portrays a risk and manufacturers are developing equivalent safety features to lessen the risks. Manufacturers have to consent to the particular rules and regulations, carefully designed to ensure that the majority of the features are safe for the users of the vehicle.

Puneet Jain, CEO of a lithium-ion battery manufacturing company, Natural Battery Technologies, told BusinessLine, "the chemistry of lithium-ion batteries is such that the electrolytes and even the lithium metal in itself is very flammable. And if they're not operated at the right parameters and temperatures, they can actually catch fire. In short, EVs driven by lithium batteries are at the risk of catching fire, but not any more than the risk of an internal combustion engine (ICE) or a petrol vehicle catching fire".

Lithium-ion batteries are combustible and can easily catch fire, it has battery cells that can induce short-circuiting if it is damaged. However, lithium-ion batteries have a lower risk of damage than gasoline in conventional vehicles. To reduce the risk of external damage or short circuit, EV batteries are generally hemmed in by a protective cooling envelope filled with coolant liquid. In addition, despite external cooling, all EVs are aligned rather than one huge lithium-ion battery pack to prevent damage from any malfunction. According to Jain, customers are expecting more mileage in EVs, so OEMs (Original Equipment Manufacturers) are opting for larger batteries. When attempting to include a larger battery into the scooters, however, size concerns arise. "So, some of the battery manufacturers try to work around these limited spaces with creative designs. However, these designs may turn out to be faulty, because the battery needs its space, proper thermal protection and cooling provisions. This could result in a little riskier battery designs," he added.

A similar statement was also made by MD and Founder, Ipower Batteries Pvt Ltd, Vikas Aggarwal, who said: "The most prominent reason for EVs catching fire is that the battery went into a thermal runaway. This could happen because the battery is not designed according to the vehicle's requirement of capacity, current and appropriate BMS (battery management system)."

Commenting on the impact on customers, "It surely will hamper the confidence of the consumer, but on a positive note, consumers will start asking the right questions before buying an EV." said Suhas Rajkumar, CEO & Founder, of Simple Energy.

Also, it is believed that the Ola scooter catching fire will have a negative outlook from the customers as it is one of the leaders in e-mobility. However, this incident probably will not affect the sales negatively. It is leading to an increase in knowledge and awareness in customers about potential casualties in EVs, which could initiate better development of EVs and sales prospects.

Vikrant Singh, Co-founder and Chief Technology Officer at BatX Energies (a li-ion battery manufacturer) stated, "Customers should ask for an intelligent battery management system that has up to three layers of security – ambient temperature adaptability, voltage and current control along with thermal management control, fire protection and cybersecurity. A strong BMS has multiple sensors, modules and fuses designed to prevent short circuits, ground faults and thermal runaway." Traditional batteries, such as NMC (Nickel, Manganese, Cobalt), will be phased out in the coming years in favor of more stable technologies with higher energy density, better heat tolerance, and proper thermal runways systems, such as LFP (Lithium Iron Phosphate), Solid State, Blade batteries, and so on."

The relevant incidents can be easily prevented with the help of analytics

Solutions:

Sensors: sensors accelerate processes and make them more accurate. It will collect and process the EV's data in real-time.

EV App: the reason behind the fire incidents is still unknown as it happened abruptly. Creating an app specifically for the EV and connecting it with the vehicle, where the sensors would play the part of identifying the temperature and condition of the EV and would immediately notify the user in the app if the vehicle seems to be in an abnormal or an alarming state.

Alarm: the alarm system would be installed in the EV, its purpose is to alert the people or surroundings to keep away from the vehicle in case it is in a damaging state. The user would be notified and will have the option to press "alarm" in case he/she is away from the vehicle and is not in a state to notify the police or anyone nearby to stay away from the vehicle.

Whenever any product sees high levels of competition, the winner is usually the customer. However, in the race to dominate the rapidly growing e2W space, with staggered production and rushed developmental cycles, the one who pays the ultimate price is, alas, also the customer.

Facebook: Build To Bring the World Closer

By Yashwin Anand



Social media platforms offer a rich source of information for reaching out to a wide range of people who would otherwise be difficult to locate. In the social media landscape, Facebook is by far the most powerful player. The number of active Facebook users has increased dramatically over the last decade, from 145 million in 2008 to more than 1.2 billion in 2018. Approximately two-thirds of adults in the United States use Facebook as of 2018.

Today, 75% of Facebook users log on at least once a day and spend an average of 50 minutes per day on the site, where they find entertainment, read news, communicate with friends and family, and exchange social support. Facebook is the most advanced form of direct marketing, allowing users to reach their target market for free or at a low cost. Facebook has enormous marketing potential due to its local and global nature, advanced applications, and unstoppable growth. It allows users to announce the message they want to convey to others in a variety of ways.

Furthermore, Facebook's emergence as a marketing platform has ushered in a new era of personalized and targeted advertising. As a result, Facebook advertising has grown in popularity. The central pillar for how businesses can effectively use Facebook is Facebook Analytics, which gives users the ability to make informed marketing decisions based on a large pool of customer data. Users' age, location, and gender, as well as their interests, are all provided by users who interact with your posts and content, allowing you to truly understand your target demographic and tailor your strategy to their needs. Lower communication costs, personalized and targeted advertising, immediate feedback from customers, word-of-mouth referrals, and a positive influence on buyer behaviour are all advantages of marketing on Facebook for businesses.

Therefore, Facebook is considered an appealing platform for Internet marketing and online advertisers due to its sheer number of active users as well as the level of activity on this social networking website by each user.

Netflix – The New Face of the TV Industry

By Maria Iqbal

Netflix is the world's largest subscription-based Internet television network, offering custom-tailored on-demand streaming video services to over 40 million members in over 40 countries. The company, which has 2045 full-time employees and is located in Los Gatos, California, was founded in 1997 and had annual revenue of \$3.61 billion in 2012. Netflix's meteoric rise began in September 1999, when it announced the monthly subscription model, which was based on flat-fee unlimited rentals with no due dates, late fees, shipping and handling fees, or per-title rental fees.



Netflix is primarily a repository of content, encompassing both pre-existing and original movies, documentaries, and television series. Subscribers can watch any programme on whatever device they want at any time for a set monthly cost. The company's quick rise, is far from coincidental. In truth, Netflix's capacity to adapt well to the precise trends influencing the market environment at any given time is a fair result. In order to stand out from its competitors, Netflix caters to its dynamically changing customer needs, constantly studies their customer segment and offer more valuable propositions to meeting those demands. Thus, the corporation has always had the clear perspective that traditional television is incapable of responding to the dynamic lifestyle of modern clients.

Hence, it goes without saying that Netflix disrupted the television industry and drove cable companies to adjust their business models by developing engaging original programming, analysing user data to better serve subscribers and most importantly by allowing people to enjoy content in the ways they want.

TOP 10 DATA SCIENCE COURSES WHICH CAN BOOST YOUR CAREER

Data science has created a plethora of job opportunities for aspiring data scientists and many more professions in recent years. Students and working professionals are highly interested to have a strong understanding of different aspects and elements of data science. They constantly look for online courses with 100% placement in reputed companies from different institutions offering courses on data science.

Courses on data science are providing a sufficient and deep understanding of all key concepts and hands-on experience with real-life projects to candidates. Let's explore some of the top data science courses that you can choose after completing school.



1. Data Science Foundations: Data Structures and Algorithms Specialization at Coursera

This trending data science course from Coursera is determined to teach how to store and process data efficiently with sophisticated data structures and algorithms, design algorithms, analyze complexity, create applications, as well as a strong understanding of fundamental concepts for algorithmic searching and sorting.

2. Data Science Fundamentals with Python and SQL Specialization at Coursera

One of the top courses on data science at Coursera to build a successful career in data science. This trending data science course helps to develop hands-on experience with Jupyter, Python, SQL, Watson Studio, GitHub, and many more. The curriculum includes data structures, invoking APIs, statistical analysis, relational database fundamentals, and so on.

3. Data Science with R Certification Course at Simplilearn

Simplilearn is offering one of the popular online data science courses to be an expert in data analytics with R. The data analytics course covers data exploration, predictive analytics, descriptive analytics, data visualization, data structures in R, cluster analysis, and many more with ten real-life industry projects.

4. Columbia Engineering Data Analytics Boot Camp

The Columbia Engineering Data Analytics Boot Camp is one of the top trending data science courses in this field. This course on data science consists of tools and technologies like Python, API interactions, fundamental statistics, machine learning, real-life projects, front-end web visualization, and many more.

5. The Data Science Course 2022: Complete Data Science Bootcamp at Udemy

Udemy offers one of the popular trending data science courses through 64 sections and 488 lectures. The course for data professionals consists of complete data science training through the entire toolbox, pre-process data, coding in Python, statistical analysis, and many more to gain more understanding of data science.

6. Data Science A-Z: Real-Life Data Science Exercises Included at Udemy

Udemy offers one of the top trending data science courses with 28 sections and 218 lectures for data professionals. This data analytics course helps to learn real analytics examples through data mining, data modeling, Tableau visualization, and many more. The online course for data professionals covers statistical software, interpreting coefficients of MLR, Chi-Squared statistical test, and many more.

7. Data Science: R Basics at edX

One of the popular courses for data professionals is offered by edX for the introduction to the basics of R programming. The curriculum of this online data science course consists of functions of R and data types, basic syntax, operations on vectors, advanced functioning, and many more.

8. Data Science: Statistics and Machine Learning Specialization at Coursera

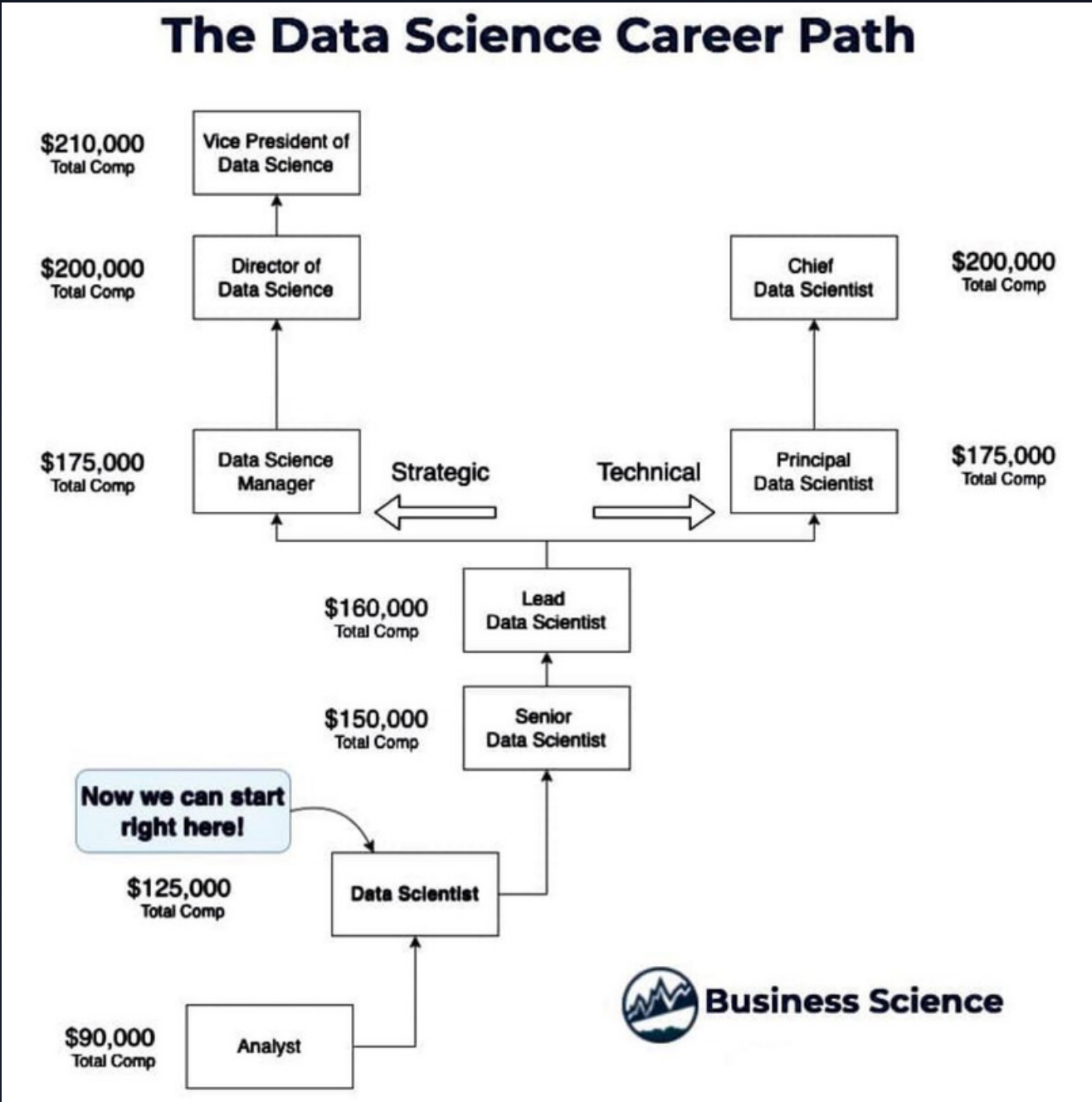
This data analytics course at Coursera is offered by Johns Hopkins University to help data professionals perform regression analysis, regression models, prediction functions, and many more. The course on data science consists of five courses such as statistical inference, regression models, practical machine learning, developing data products, and data science capstone.

9. Data Science with Python Certification Training Course at Simplilearn

One of the top online data science courses at Simplilearn offers a strong understanding of Python's data analytics tools and techniques. This course for data professionals covers data wrangling, mathematical computing, data visualization, web scraping, and many more.

10. Introduction to Data Science Specialization at Coursera

One of the top trending data science courses at Coursera helps to launch a successful career in data science to implement applications and use cases through multiple data science tools, data science problems, SQL statements, and many more.



C-BAC (Christ Business Analytics Club)

We are BBA students specializing in Business Analytics who came up with the form of our quarterly digital newsletter. We provide exclusive in-depth articles on the most pressing issues in business IT. The purpose of Christ Business Analytics Cell is to spread the word that learning analytics has the potential to alter the way we assess the impact and results in learning settings, allowing providers to develop new methods of achieving excellence in teaching and learning. It provides students with further information to help them make the best educational decisions. C-BAC talks about the bigger picture on breaking news, current trends, and new technologies and keeps us informed.

Ground Floor, Block-A, Christ University, Mariam Nagar, Meerut Road, Delhi-NCR, Ghaziabad 201003

(Toll-Free)1800-123-3212

Telephone: 01206666100

Email: mail.ncr@christuniversity.in

Website: <http://www.ncr.christuniversity.in>

