

## Data Insights Unlocked: FDP on Research Methodology in Data Mining & Analytics



PRESENTED BY

**NSHM COLLEGE OF MANAGEMENT & TECHNOLOGY**

**DATE: 28<sup>th</sup> July to 2<sup>nd</sup> August 2025**

**VENUE: NSHM Knowledge Campus  
Kolkata,  
60 BL Saha Road, Kolkata - 700053**

## OBJECTIVES

Revolutionising the fabric of daily life with unmatched accuracy and intelligence, groundbreaking advances in the decipherment of insights of data have opened up previously unimaginable possibilities. This FDP offers a thorough and knowledgeable examination of the diverse fields of quantitative and qualitative research paradigms, giving participants the knowledge and skills they need to plan and carry out methodologically sound and empirically challenging research projects. In addition to teaching AI ideas and tools, this lecture will show how to apply them to enhance data processing and research techniques. It is essential to comprehend and adhere to the highest ethical standards in research, as this fortifies the basis of integrity and legitimacy in academic endeavours.

## TARGET PARTICIPANTS

Faculty members of the AICTE approved institutions, Research scholars, PG Scholars, Industry professionals.

## BENEFITS

Learn from leading experts from academia and industry. Refreshments, lunch and travel allowance as per ATAL scheme.

## OUTCOMES

- Participants attending this FDP will:
- Develop the ability to conceptualize, design, and conduct independent research projects.
  - Gain proficiency in handling complex data, applying appropriate analytical techniques, and deriving meaningful insights to inform decision-making.
  - Learn to leverage artificial intelligence tools to augment their research methodologies.
  - Cultivate a strong understanding of research ethics.
  - Acquire skills to manage and analyse large datasets.
  - Capable of designing and optimizing experiments.

*Experts will discuss several research articles on the topics, which will introduce participants to new ideas to improve their teaching and research.*

## CHARGES

No charges for participants.