



NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT OF CSE (DATA SCIENCE)

Event: SQL in retail Analytics- deep Dive Topics

Venue: C-309

Time-09:00 AM-01:00PM



**IEEE
NHCE**
STUDENT BRANCH

IEEE
Biometrics Council

Workshop

SQL in Retail Analytics - Deep Dive Topics

-  **24th April 2026**
-  **09:00 AM - 01:00 PM**
-  **Room No. C-309**
-  **4th Semester Students**



Mr. Jagadeesh Pondara

Senior Business Analyst
ZDA Corporation

Faculty Coordinator
Ms. Pallavi Nayak
Assistant Professor - CSE(DS)

Convenor
Dr. B Swathi
HoD - CSE(DS)

Dr. R J Anandhi
Dean - Academics

Dr. Manjunatha
Principal

Organised by
Department of Computer Science and Engineering (Data Science)

The Department of Computer Science and Engineering (Data Science), New Horizon College of Engineering, organized a **Data Analytics Workshop** for students to gain practical exposure to industry-level analytics concepts. The session was conducted by **Mr. Jagadeesh Pondara**, Senior Business Analyst, who shared valuable insights into real-world data analytics and its applications. The workshop aimed to bridge the gap between academic learning and industry expectations by introducing students to essential tools and techniques used in data analytics. The session primarily focused on **SQL for Retail Analytics**, along with an overview of how data is used to drive business decisions in organizations. During the workshop, students were introduced to fundamental concepts such as data handling, querying using SQL, and understanding datasets in a business context. The speaker explained how companies use data to analyze customer behavior, improve decision-making, and optimize business performance. Real-world examples and case studies were discussed, which helped students understand how theoretical knowledge is applied in practical scenarios.

The session was highly interactive, with students actively engaging in discussions and clarifying their doubts. The hands-on approach adopted during the workshop allowed participants to better understand the workflow followed by data analysts in the industry. The speaker also emphasized the importance of skills such as problem-solving, logical thinking, and data interpretation for building a successful career in data analytics.



One of the key highlights of the workshop was the clear explanation of industry expectations and the roadmap required to become a data analyst. The session provided guidance on essential tools like SQL, Python, Excel, and Power BI, and how students can start learning and building projects in these areas.

The workshop was extremely informative and beneficial for the participants, as it provided a practical perspective on data analytics. Students gained a deeper understanding of how data is processed, analyzed, and used in real-world business environments. The session also motivated students to explore the field of data analytics and enhance their technical skills.



Overall, the workshop was a valuable learning experience that helped students gain clarity about the data analytics domain and its career opportunities. It successfully created awareness about industry practices and encouraged students to take proactive steps toward building their careers in data analytics

Faculty Coordinator

Assistant Prof.

Prof. Pallavi Nayak

Convener

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