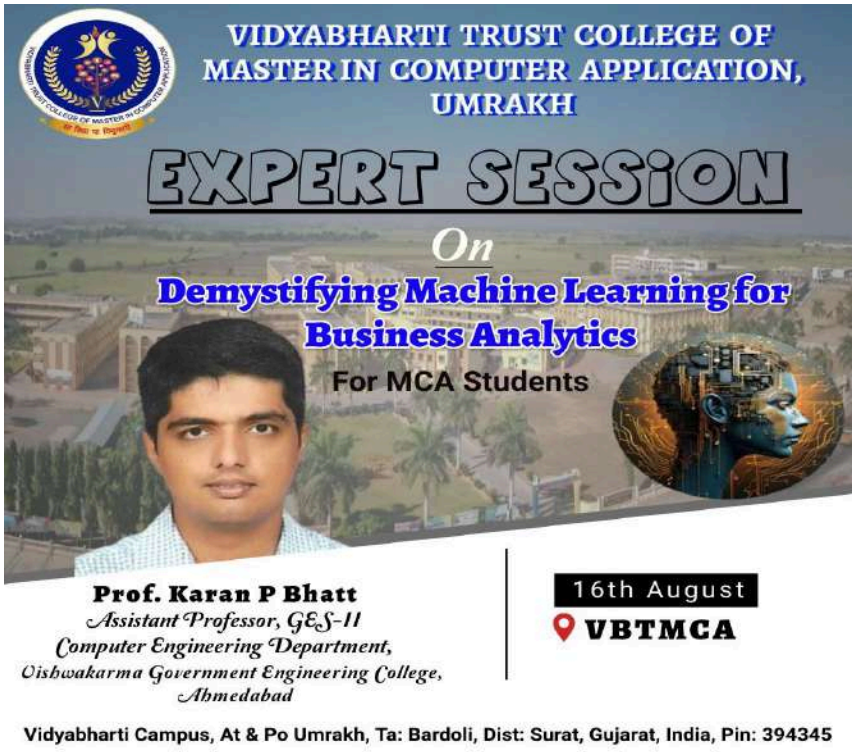
Vidyabharti Trust College of Master in Computer Application(MCA, MBA & IMSc.IT), Umrakh

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Expert Session on “Demystifying Machine Learning For Business Analytics”

On 16th August 2024, Vidyabharti Trust College of Master in Computer Application (MCA, MBA & IMScIT) organized an expert session titled "Demystifying Machine Learning for Business Analytics" for the MCA Semester 3 students. The session was conducted by Prof. Karan P. Bhatt, Assistant Professor at GES-II, Computer Engineering Department, Vishwakarma Government Engineering College, Chandkheda-Ahmedabad.



The session commenced with a warm welcome to Prof. Karan P. Bhatt, who began by providing a basic introduction to Machine Learning (ML). He explained the foundational concepts of ML, emphasizing its significance in today’s data-driven world and its application in various business scenarios.

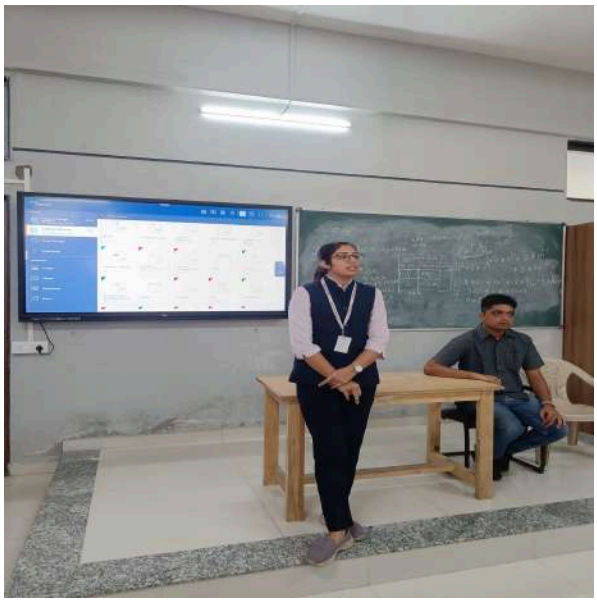
Prof. Bhatt then transitioned to an introduction to analytics, covering the essential tools, data handling techniques, and models used in the field. He highlighted the importance of understanding data and its role in effective problem-solving through analytics. The session was interactive, with students engaging actively and asking insightful questions.

One of the key topics covered was the Apriori algorithm, a fundamental algorithm in data mining for association rule learning. Prof. Bhatt explained the algorithm's working, its application in market basket analysis, and its relevance in business analytics. His practical examples and real-world applications made the complex topics more accessible to the students.

The session concluded with a Q&A segment, where Prof. Bhatt addressed various queries from the students, providing them with clarity on the application of Machine Learning in business analytics.

The expert session was highly informative and beneficial for the students, providing them with valuable insights into the integration of Machine Learning with business analytics. The session not only enhanced their understanding of the subject but also inspired them to explore further in the field.





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