



NEW HORIZON COLLEGE OF ENGINEERING

GUEST LECTURE ON “PREDICTIVE ANALYTICS WITH SALESFORCE”

**Organized by Department of MCA
in association with ITC Infotech**

Date: 10th March 2025

Venue: B 308

Brief Description of the Event

The Department of MCA successfully organized a Guest Lecture on "Predictive Analytics with Salesforce." This session aimed to provide an in-depth understanding of predictive analytics, its applications in business decision-making, and how Salesforce utilizes data-driven insights to enhance customer relations, sales forecasting, and operational efficiency. The expert shared practical knowledge on leveraging Salesforce tools for data analysis and predictive modelling to drive business success.

Introduction of the Resource Person

The expert speaker is a skilled software development and testing professional with over six years of experience, currently working as a Salesforce Developer at ITC Infotech. Her expertise spans Salesforce development, database engineering, and cloud solutions, with a strong foundation in SQL, SOQL, Triggers, Apex, Service Cloud, Sales Cloud, Data Loader, and ServiceNow.

Previously, she worked as a Database Engineer for two years, gaining in-depth experience in database management and optimization. In her current role, she has collaborated with global clients, including British American Tobacco (BAT), supporting multiple regions such as Brazil, Mexico, Canada, and Romania. Her ability to deliver high-quality solutions across diverse geographical locations demonstrates her adaptability and commitment to excellence.

Content Delivery by the Resource Person

The session was structured to provide a comprehensive overview of predictive analytics in Salesforce. The speaker engaged the audience effectively through interactive discussions, real-world use cases, demonstrations, and Q&A sessions.

Key Topics Covered:

- Introduction to Predictive Analytics
- Role of Data Science in Business Intelligence
- Salesforce Einstein Analytics and AI Integration
- Predictive Modelling for Sales and Customer Insights
- Case Studies on Successful Predictive Analytics Implementations

The expert shared insights into how businesses can leverage Salesforce to analyze historical data, predict future trends, and optimize strategies for improved performance.

Interactive Session with Students

The session concluded with a lively Q&A segment, where students actively participated by asking insightful questions about real-world applications and challenges in predictive analytics. The resource person encouraged discussions, enabling students to gain a practical understanding of the subject matter.

Activities Conducted:

During the Q&A session, the speaker engaged students with thought-provoking questions, inviting them to share their perspectives on predictive analytics and its applications in modern industries.

No of Participants : 40

Winners (if any, for activities conducted): NA

Guest Details : (Name, Designation, Organisation, Location) :

Ms. Sai Pranati

Software Developer and Tester, ITC Infotech

Bangalore, Karnataka.

Photographs from the Event





POSTER

**NEW HORIZON**
COLLEGE OF ENGINEERING

Department of Master of Computer Applications

Expert Talk

Predictive Analytics with Salesforce

 10 March 2025

 02:00 PM – 04:00 PM

 Room B308

 3rd Semester Students

Faculty Coordinator
Prof. Diksha Diman
Assistant Professor, MCA

Convenor
Dr. Asha V
Professor and HoD – MCA

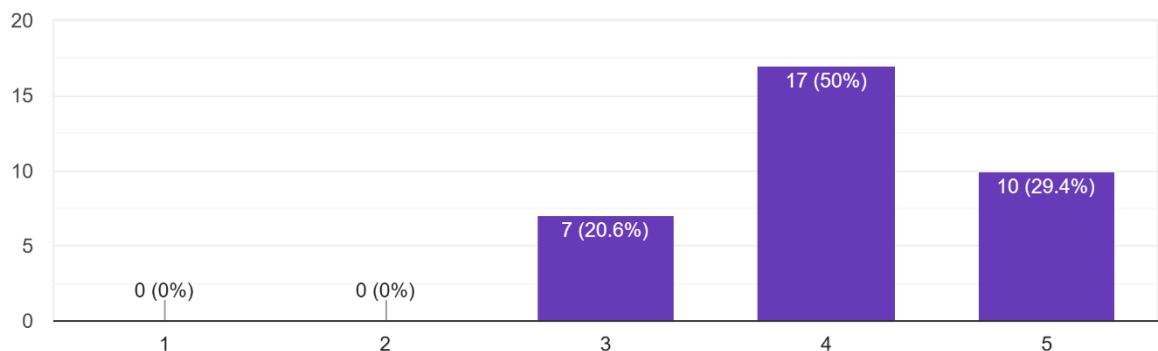


Ms Sai Pranathi
Software Developer & Tester
ITC Infotech, Bengaluru

FEEDBACK:

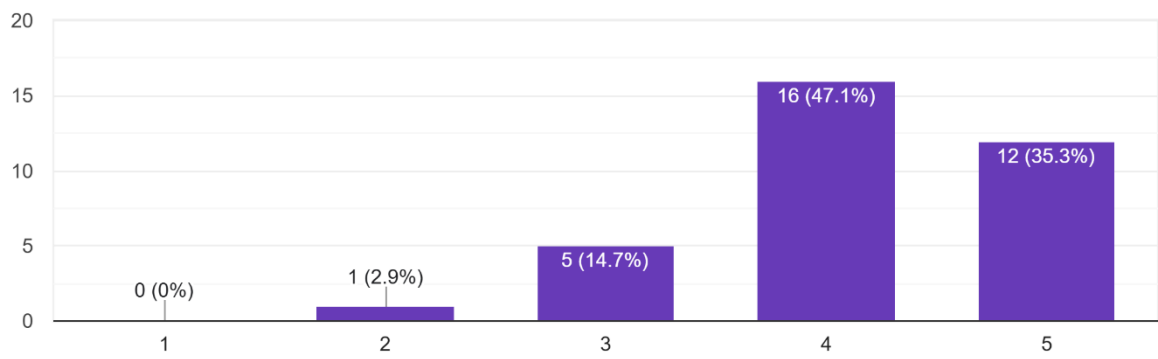
Quality of the training content

34 responses



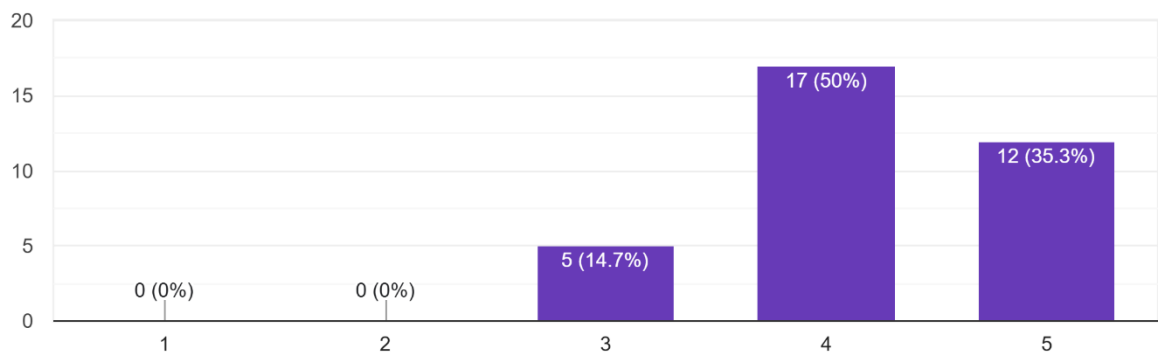
Clarity of the presentation.

34 responses



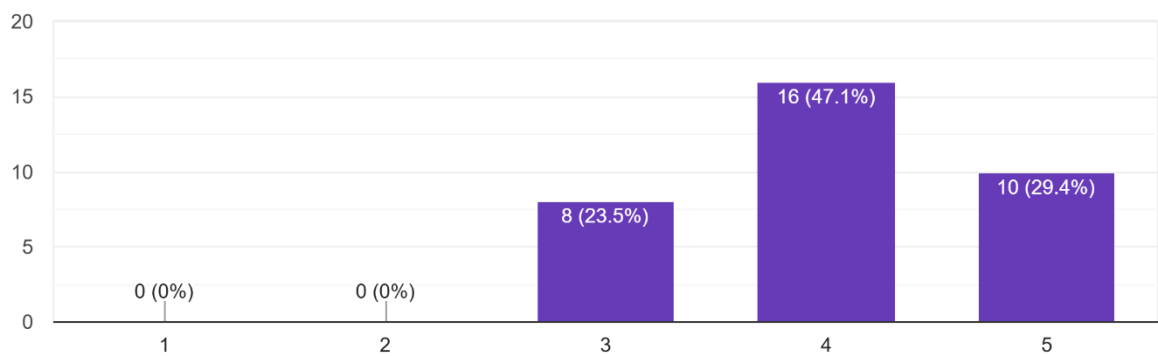
Effectiveness of the examples depicted during the session.

34 responses



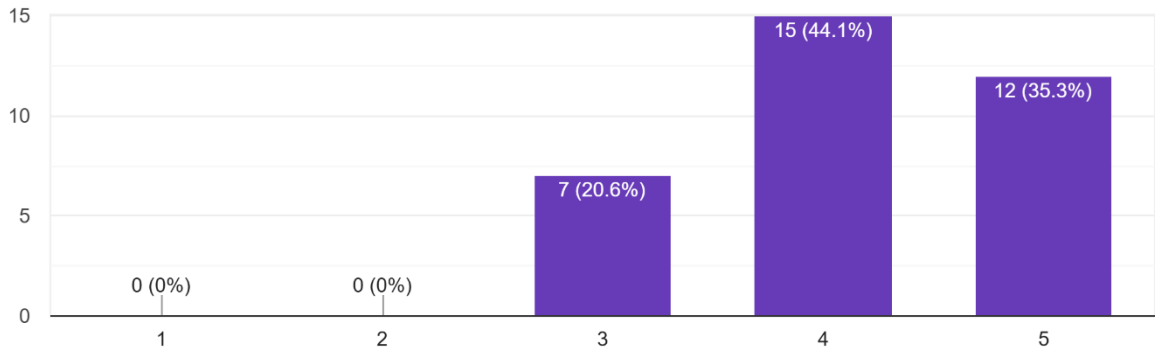
Level of achievements of topics in learning Backend Development.

34 responses



Rate the relevance of the topic to future study and work.

34 responses



ATTENDANCE:



**NEW HORIZON
COLLEGE**

Affiliated to Bangalore University, Recognized by Govt. of Karnataka
Recognized under section 2 (f) of the UGC Act, 1956

DEPARTMENT OF MCA

ATTENDANCE SHEET OF PARTICIPANTS

GUEST LECTURE - Predictive Analytics with Salesforce

AY: 2024-25

RESOURCE PERSON: M SAI PRANATI

SOFTWARE DEVELOPER AND TESTER

ITC INFOTECH, BENGALURU

DATE: 10-03-2025

TIME: 2 PM TO 3 PM

PARTICIPANTS: STUDENTS

VENUE: ROOM NO 308

S.NO.	USN NO	NAME	SIGNATURE
1	Anmol Gupta	INH23MC018	Anmol
2	Angel christina	INH23MC015	Angel
3	Akshay Bharadwaj S	INH23MC009	A
4	Basavaraj	INH23MC031	Basavaraj
5	Gowtham S	INH23MC056	Gowtham
6	ARUN J	INH22MC019	Arun
7	Bhanurekha N	INH23MC032	Bhanurekha
8	Arpita S Kulkarni	INH23MC022	Arpita
9	Bhavya M	INH23MC036	Bhavya
10	Divyashree N R	INH23MC049	Divyashree
11	Dinesh K S	INH23MC048	Dinesh
12	ANOOPA KM	INH22MC016	Anoop
13	Aditya M	INH23MC004	Aditya

14	Ayush Sinha	INH22MC022	
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18	Dikshit Naik	INH23MC047	Dikshit
19	Harshitha V Patil	INH23MC060	H
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21	Akash P	INH23MC007	Akash
22	Garv Kumar	INH23MC052	Garv
23	Amit Yadav.V	INH23MC011	Amit
24	Arpith P A	INH23MC024	Arpith
25	Chandan Rao	INH23MC042	Chand
26	Bharath V	INH23MC034	Bharath
27	Durga Prasad RC	INH23MC050	Durga
28	Arpitha M S	INH23MC025	Arpitha
29	C Lavanya	INH23MC039	Lavanya
30	Ankitha H V	INH23MC017	Ankitha
31	Bhatt vatsal	INH23MC035	Bhatt
32	BHARATH GOWDA A	INH23MC033	Bharath
33	Aniket kumar	INH23MC016	Aniket
34	Harshitha D G	INH23MC059	Harshitha
35	Abhishek Rai	INH23MC002	Abhishek
36	Abhay Aditya Sinha	INH23MC001	Abhay
37	ANURAG KAKOTI NATH	INH23MC019	Anurag
38	Akash sharma	INH23MC008	Akash
39	Bhima Kalyan kumar	INH23MC037	Bhima
40	Aditya M	INH23MC004	Aditya
41	Abhishek Rai	INH23MC002	Abhishek
42	Arpith P A	INH23MC024	Arpith
43	Girish kuler	INH23MC054	Girish
44	Bhavya M	INH23MC036	Bhavya
45	ANOOPA KM	INH22MC016	Anoop

Diksha
EVENT COORDINATOR

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CO-ORDINATOR

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HOD-MCA

Dr. V. ASHA