NEW HORIZON COLLEGE OF ENGINEERING

Expert Talk
on
"The Art of Feature Engineering - Where Data Science Really Begins"

Organised by

Department of MCA

Date: 23rd December 2025

Venue: MCA Lab

Brief Description of the Event

An Expert Talk on "The Art of Feature Engineering – Where Data Science Really Begins" was organised to provide students with practical insights into the most critical stage of the data science pipeline. The session emphasised how effective feature engineering significantly influences model performance and decision-making in real-world applications. The expert shared industry-oriented perspectives supported by practical examples and case studies.

Topics Emphasised

Importance of Feature Engineering in the Data Science Lifecycle

Feature Engineering is a critical step that converts raw data into meaningful inputs for machine learning models. The resource person emphasised that effective Feature Engineering often has a greater impact on model performance than the choice of algorithms.

Difference Between Raw Data and Engineered Features

The resource person explained that raw data is usually incomplete, noisy, or unstructured, making it unsuitable for direct modeling. Engineered features are refined representations that capture important patterns, enabling models to learn efficiently and produce accurate results.

Feature Extraction, Transformation, and Selection Techniques

The session covered key techniques such as scaling, encoding, and selecting relevant features to reduce dimensionality. These techniques help improve model speed, accuracy, and generalisation while avoiding overfitting.

Impact of Feature Engineering on Model Accuracy and Interpretability

Well-designed features significantly enhance model accuracy and reliability. Additionally, meaningful features improve interpretability, allowing stakeholders to better understand and trust the model's predictions.

Outcomes

- Enhanced understanding of the importance of Feature Engineering
- Ability to identify and create relevant features from raw data
- Improved awareness of real-world data challenges
- Motivation to apply Feature Engineering techniques in projects

Activities Conducted

- Expert lecture with industry-oriented examples
- Demonstration of Feature Engineering techniques using sample datasets
- Interactive discussion and Q&A session

No of Participants: 41

Winners: (if any, for activities conducted): NA

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

Ms. Maria Sapthika
Software Engineer
Capgemini – Bangalore

Photographs of the Event

Bengaluru, Karnataka, India 🇮🇳
Level 8, Tower 1, Umiya Business Bay, Kaverappa Layout, Kadubeesanahalli, Bengaluru, Karnataka 560103, India
Lat 12.934532° Long 77.69411°
23/12/25 11:19 AM GMT +05:30

Bengaluru, Karnataka, India 🇮🇳
Ground Floor, A, Wing, Signet, Cessna Business Park, Kaverappa Layout, Kadubeesanahalli, Bengaluru, Karnataka 560103, India
Lat 12.935925° Long 77.694081°
23/12/25 11:44 AM GMT +05:30

Bengaluru, Karnataka, India 🇮🇳
Wmmv+xc7, Kaverappa Layout, Kadubeesanahalli, Bengaluru, Karnataka 560103, India
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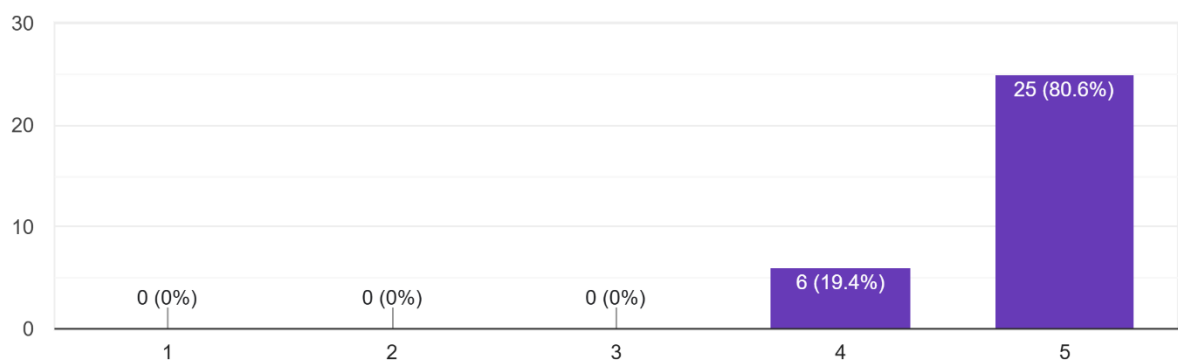23/12/25 12:04 PM GMT +05:30

Feedback
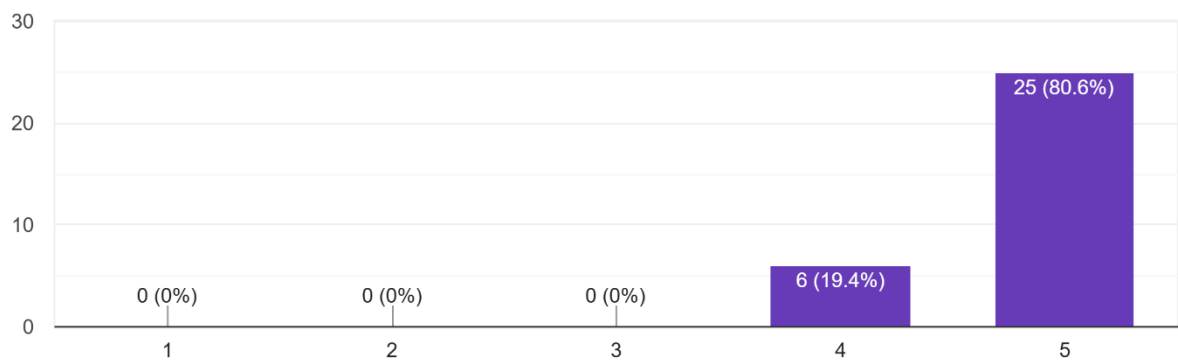
Quality of the training content
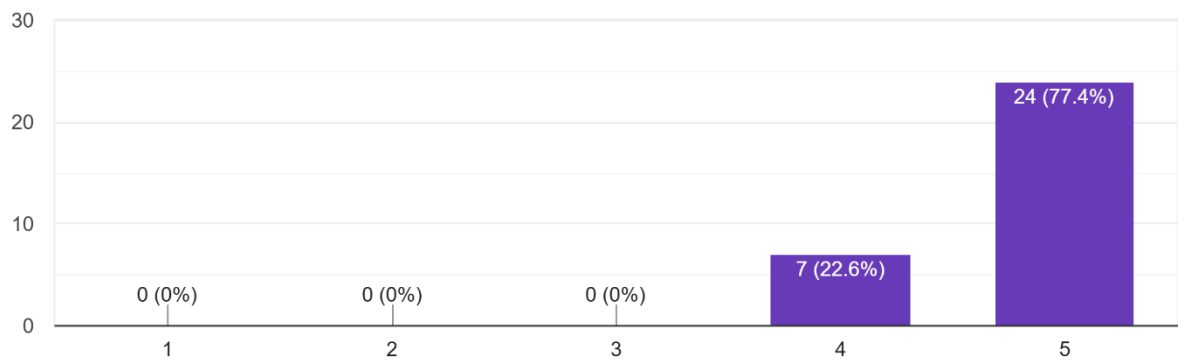31 responses
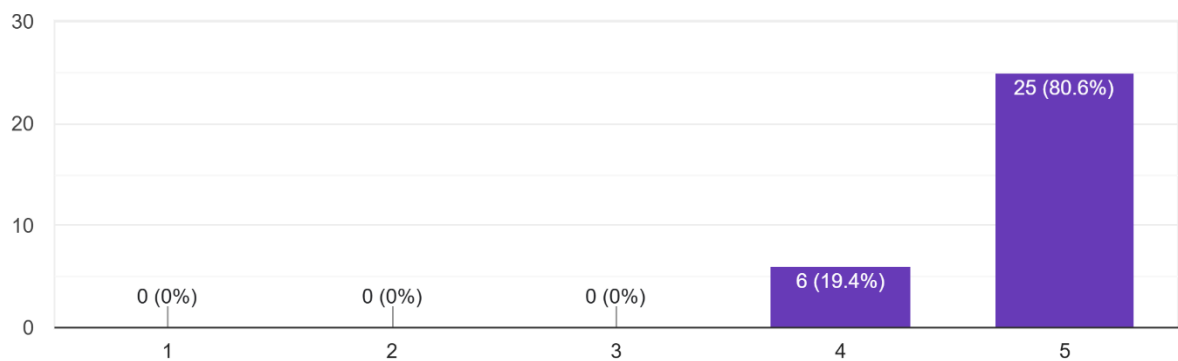
Clarity of the presentation.
31 responses

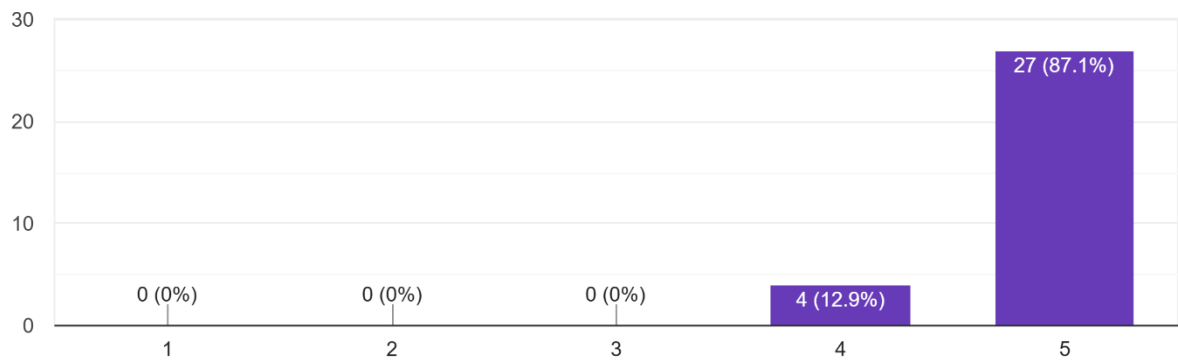## Effectiveness of the examples depicted during the session.
31 responses

Achievement level in understanding the topics
31 responses

How relevant was the content of the session to your course or academic interests?
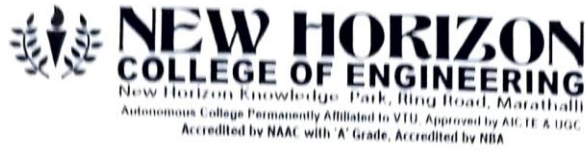31 responses

Faculty Coordinator

Dr. B Nithya Ramesh

HoD-MCA

Dr. Asha V

Attendance

DEPARTMENT OF MCA

AY 2025-26

ATTENDANCE SHEET OF PARTICIPANTS

Expert Talk

The Art of Feature Engineering - Where Data Science Really Begins

RESOURCE PERSON: Ms. Maria Sapthika

Software Engineer, Capgemini, Bangalore

DATE: 23-12-2025

TIME: 11:00 am to1:00 pm

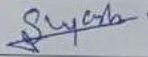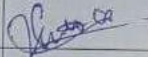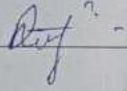PARTICIPANTS: 3rd Semester, MCA Students

VENUE: MCA Lab

SERIAL NO	USN NO	NAME	SIGNATURES
1	INH24MC033	Bindu Reddy C	
2	INH24MC043	Disha Dey	
3	INH24MC016	Amulya MN	
4	INH24M041	Deekshitha. R. A	
5	INH24MC003	Achal. Khavi	
6	INH24MC002	Abhishek G H	
7	INH24MC147	Thripehi. M. V	
8	INH24MC001	Abhinav Reddy R	
9	INH24MC029	Bhagavati	
10	INH24MC030	Bhanupriya	
11	INH24MC039	Dakshayini	
12	INH24MC164	Harishitha K	
13	INH24MC104	R. Manogna	

SERIAL NO	USN NO	NAME	SIGNATURES
14	INH24MC019	Anugunti Sandhya	A. Sandhya
15	INH24MC107	Ranjitha	Ranjith
16	INH24MC028	Beauty Manna	Beauty
17	INH24MC050	Jaweriya Mohammadi	Jawep
18	INH24MC111	Soorthuti Sebvi	—
19	INH24MC137	Sushmitha R	Sush
20	INH24MC158	Vinayak	Vina
21	1NH24MC142	Tanmay Rana	Range
22	INH24MC117	Sanketh	Sokt
23	INH24MC116	Sandeep Laloshman Hasley	Ss
24	INH24MC064	Yashwanth Kumar	Yuh
25	INH24MC071	Mahamed Sahil	Salil
26	INH24MC073	Manoj. G.L	Manoj
27	INH24MC070	Mahabel. S.K	ussk
28	INH24MC166	Venkatesh. P	Venkatesh
29	INH24MC042	Denni Dilip. J	Denn
30	INH24MC151	Vaishakh J Bhat	—
31	INH24MC02	Akash Negre	A
32	INH24MC083	Naru Ramana Reddy	R.
33	INH24MC147	Thriplthi M.V.	Bing
34	INH24ME122	Shankar	Sp.
35	INH24MC044	Dishanth Patel	DPot
36	INH24MC037	Chintha Venkatesh	Cheveb
37	INH24MC040	Darshan V	Dan

SERIAL NO	USN NO	NAME	SIGNATURES
38	1NH24mc138	Suyash Trivedi	Suyash.
39	1NH24mq36	Sumit Sigh	
40	1NH24md22	Shanker Shalayur.	
41	1NH24mc112	Sahil Rajesh	

EVENT CO-ORDINATOR

HOD-MCA