

MARKETING ANALYTICS SUCCESS STORIES: SIMPLE DATA, BIG IMPACT 1ST OCTOBER 2025 (WEDNESDAY)



GIBS successfully organized an Alumni Lecture Series on 1st October 2025 (Wednesday) for the students of BBA 5th Semester from 11:00 AM to 12:00 Noon in the college Auditorium.

The theme of the lecture was *“Marketing Analytics Success Stories: Simple Data, Big Impact”*, delivered by Mr. Suraj Verma, Senior Accountant at Deltek Replicon Software (India) Pvt. Ltd. and a proud alumnus of GIBS. Mr. Suraj with his rich professional experience in analytics and marketing strategy shared practical insights on how organizations leverage even basic datasets to create measurable business outcomes.

Mr. Suraj Verma made the session highly interactive by engaging students through questions, discussions, and live examples of today’s technological era. He encouraged active participation and ensured that concepts were well understood by connecting them with real-world industry practices.

Mr. Suraj emphasized that Marketing Analytics is not merely about crunching numbers; it is about leveraging data to make informed and strategic marketing decisions. Each example he shared was directly connected to core marketing functions, such as customer engagement, product positioning, sales optimization, and brand loyalty.

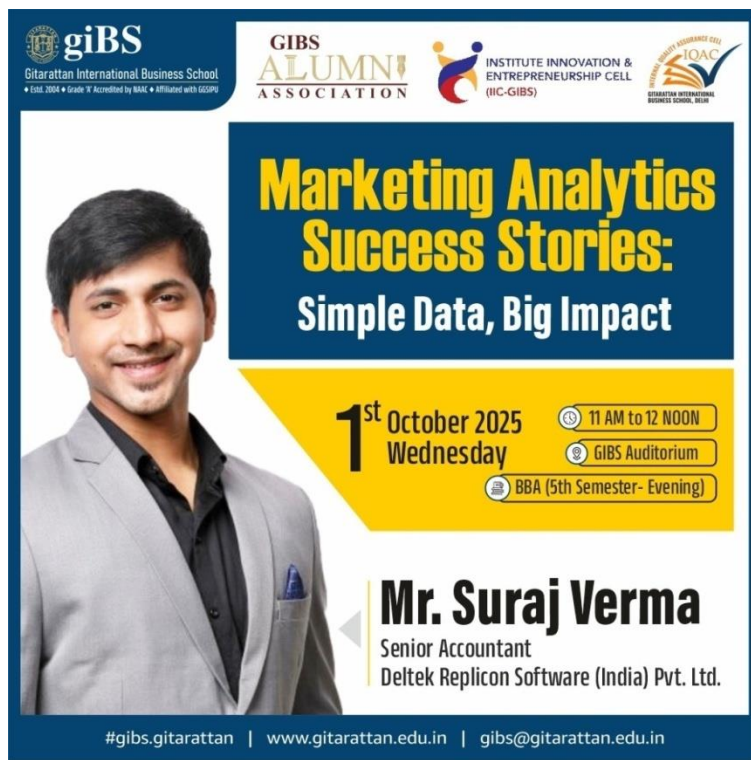
The session highlighted the following industrial applications of marketing analytics:

- Retail - Driving cross-selling through purchase data, enabling marketers to recommend complementary products and increase sales per customer.
- E-commerce - Enhancing personalization using browsing history, helping marketing teams tailor recommendations, offers, and campaigns to improve conversion rates.
- FMCG - Optimizing product placement with sales trend analysis, guiding marketing managers on effective in-store positioning and promotional strategies.
- Services - Boosting customer loyalty with feedback analytics, allowing marketers to design retention programs and strengthen brand-customer relationships.

In addition, he narrated multiple experiences from his professional journey, illustrating how companies of different scales from startups to established firms apply marketing analytics for decision-making, efficiency, and growth. His practical stories and success cases bridged the gap between classroom learning and industry application.

The session concluded with an interactive Q&A, where students actively posed questions on career prospects, analytical tools, and challenges in implementing marketing analytics. The alumni lecture thus proved to be inspiring, participative, and highly impactful, strengthening alumni-student bonds and reinforcing the institute’s vision of connecting theory with practice.

FLYER OF THE EVENT



The flyer features a portrait of Mr. Suraj Verma on the left. The title 'Marketing Analytics Success Stories: Simple Data, Big Impact' is in large yellow and white text on a blue background. Below the title, the date '1st October 2025 Wednesday' is shown, along with the time '11 AM to 12 NOON' and location 'GIBS Auditorium'. It also mentions 'BBA (5th Semester- Evening)'. Logos for giBS, GIBS ALUMNI ASSOCIATION, INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS), and IQAC are at the top. The speaker's name and title are at the bottom right, and social media/contact info is at the bottom.

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Gitarattan International Business School, Gurukul

Marketing Analytics Success Stories:

Simple Data, Big Impact

1st October 2025
Wednesday

11 AM to 12 NOON

GIBS Auditorium

BBA (5th Semester- Evening)

Mr. Suraj Verma
Senior Accountant
Deltek Replicon Software (India) Pvt. Ltd.

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TYPE OF EVENT	Co-Curricular
VENUE	Auditorium
TIME & DURATION	11:00 AM to 12:00 NOON (1 hour)
CONDUCTED BY	IIPC
ORGANISED FOR	BBA 5 th Semester
NAME OF THE COORDINATOR	Dr. Shruti Gupta
ATTENDANCE	Students: 113
RESOURCE PERSON	Mr. Suraj Verma, Senior Accountant, Deltek Replicon Software (India) Pvt. Ltd. (Alumnus, GIBS)

OBJECTIVES OF THE EVENT	1. To explain the role of marketing analytics in creating measurable impact. 2. To showcase success stories where simple data produced big business results. 3. To analyze case studies across industries—retail, e-commerce, FMCG, and services. 4. To highlight key tools and approaches used in real-world analytics applications. 5. To strengthen alumni-student connect through sharing of practical insights.
LEARNING OUTCOME	1. Students developed a clear understanding of how marketing analytics creates value even from simple datasets. 2. They felt inspired to apply analytical thinking in their academic projects, internships, and future professional roles. 3. They gained awareness of industry best practices in the application of marketing analytics across diverse sectors. 4. The session strengthened the alumni-student connect, providing students with practical exposure and relatable industry insights.
SHORT FALL DURING EVENT	None
LINK TO ONLINE VIDEO	https://youtu.be/IM4663m1BNo

PREPARED & SUBMITTED BY: DR. MANJU PATHANIA BISWAS, ASSOCIATE PROFESSOR, CMS, GIBS