Report for Seminar on Cracking the Code: Machine Learning in Digital Marketing

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09.11.2023

Conducted on 9ᵗʰ November 2023

Organized by School of Computer, Information and Mathematical Sciences (SCIMS),Department of Computer Applications

Faculty Coordinators	**Conveners**
Mrs. S. Sabaria, AP / CA	Dr.Sharmila Sankar, Dean/SCIMS
Dr. R.Shanthi, AP / CA	Dr.S.Pakkir Mohideen,HOD/CA
Dr.M.Deepika, AP / CA	

PREAMBLE

Seminar **on Cracking the Code: Machine Learning in Digital Marketing was held on 9ᵗʰ November 2023**, during 1.30 pm –3 pm. The Department of Computer Applications, School of Computer, Information and Mathematical Sciences organized the event.

The Resource person of this seminar was, K.S.Sharren Balaji , Managing Director , BA Technology.

The report discusses about the following aspects of the programme:

INTRODUCTION

❖ On November 9 th 2023,the Department of Computer Applications organised a seminar on Cracking the Code: Machine Learning in Digital Marketing.

❖ The Seminar was organised by Mrs.S.Sabaria,Dr.R.Shanthi,Dr.M.Deepika.

❖ The Seminar was attended by III SEM BCA-DATASCIENCE students.

The seminar focused on the following key takeaways:

Understanding Machine Learning in Digital Marketing:

❖ Definition and Basics

❖ Key Concepts: Supervised learning, unsupervised learning, and reinforcement learning.

❖ Real-world Applications

Personalization and Customer Segmentation:

❖ Tailored Experiences: Crafting personalized content and offers using machine learning algorithms.

❖ Predictive Analytics

❖ Customer Segmentation

Predictive Lead Scoring and Conversion Optimization:

❖ Lead Scoring: Using machine learning to identify high-value leads.

❖ Conversion Rate Optimization

Chatbots and Customer Support:

❖ Intelligent Chatbots: Enhancing customer engagement with machine learning-powered chatbots.

PRESENTATION AND DELIVERY

❖ The presentation and delivery of the webinar were well organized and informative.

❖ They provided more practical tips for their future.

The Brochure is displayed below:

The sample images are attached herewith for reference: