

**School of Computer, Information and Mathematical Sciences**

**DEPARTMENT OF INFORMATION TECHNOLOGY**

**Seminar - Report**

**27.03.2025**

**Title: The Future of E-Commerce: *How Data Science is Redefining Customer Engagement and Operational Efficiency***

Date: 18/03/2025

Venue: IT Conference Hall

Organized By: Department of Information Technology

Coordinator: Ms. R. Pavithra, Assistant Professor / IT

Convenors:

Dr. N. Prakash, Professor & Head / IT

Dr. Latha Tamilselvan, Professor & MIS Coordinator

### **1. Introduction**

The Department of Information Technology organized a seminar titled “The Future of E-Commerce: How Data Science is Redefining Customer Engagement and Operational Efficiency” on 18th March 2025 at the IT Conference Hall. The event aimed to explore the growing significance of data science in revolutionizing e-commerce by improving customer experiences and optimizing business operations.

### **2. Objective**

The objectives of the seminar were to:

Examine the evolving trends in e-commerce.

Understand how data science enhances customer engagement.

Explore how data-driven solutions improve operational efficiency.

Inspire students to consider data science applications in digital commerce.

### **3. Key Highlights of the Seminar**

**E-Commerce Evolution:** The seminar began with a discussion on the dynamic shift from traditional retail to digital-first platforms and how data is driving this change.

#### **Customer Engagement via Data Science:**

Use of recommendation engines for personalized shopping experiences.

Implementation of chatbots using NLP for 24/7 support.

Customer sentiment analysis through social media and feedback channels.

**Operational Excellence:**

Inventory and supply chain optimization through predictive analytics.

Machine learning models for fraud detection and customer retention.

Real-time tracking and logistics optimization.

**Case Studies Shared:**

Examples from major platforms like Amazon, Flipkart, and Zalando were presented to illustrate real-time data applications in user experience and logistics management.

**Q&A and Interaction:**

The session concluded with an interactive Q&A segment, where students discussed the career landscape in e-commerce analytics and tools like Python, R, and Power BI.

**4. Outcomes**

Enhanced understanding of how data science is reshaping e-commerce.

Students learned about real-world analytics tools and platforms.

Sparked interest in interdisciplinary research and project ideas in the e-commerce space. Encouraged student participation in the field of data-driven innovation.

**5. Conclusion**

The seminar was a great success, delivering deep insights into the fusion of data science and e-commerce. It underscored the necessity of adapting to data-centric business strategies and encouraged students to explore future career and research opportunities in this field. The department extends its gratitude to the speakers, coordinators, and all participants for making the event impactful.

## Brochure



B.S. Abdur Rahman®  
**Crescent**  
Institute of Science & Technology  
Deemed to be University u/s 3 of the UGC Act, 1956

**School of Computer Information and Mathematical Science**  
**DEPARTMENT OF INFORMATION TECHNOLOGY**  
*Organizes*

# SEMINAR On

## The Future of E-commerce

How Data Science is Redefining  
Customer Engagement and Operational  
Efficiency

 18 March, 2025  
 10:30 AM - 12:30 PM  
 IT Conference Hall

**WORKSHOP HIGHLIGHTS**

- ✓ Practical Case Studies
- ✓ Expert Panel Discussion
- ✓ Networking Opportunities
- ✓ Innovative Business Strategies



**Dr. R. VIDYA**  
Technical Trainer, R&D Coordinator  
Assistant Professor St. Peter's  
Engineering College (Autonomous) -  
Hyderabad

**CONVENORS**

**Dr. N.PRAKASH**  
Professor & Head

**Dr. LATHA TAMILSELVAN**  
Professor & Director (MIS)

**CO-ORDINATOR**

**Mrs. PAVITHRA R**  
Assistant Professor

## **Attendance sheet**

## SEMINAR on

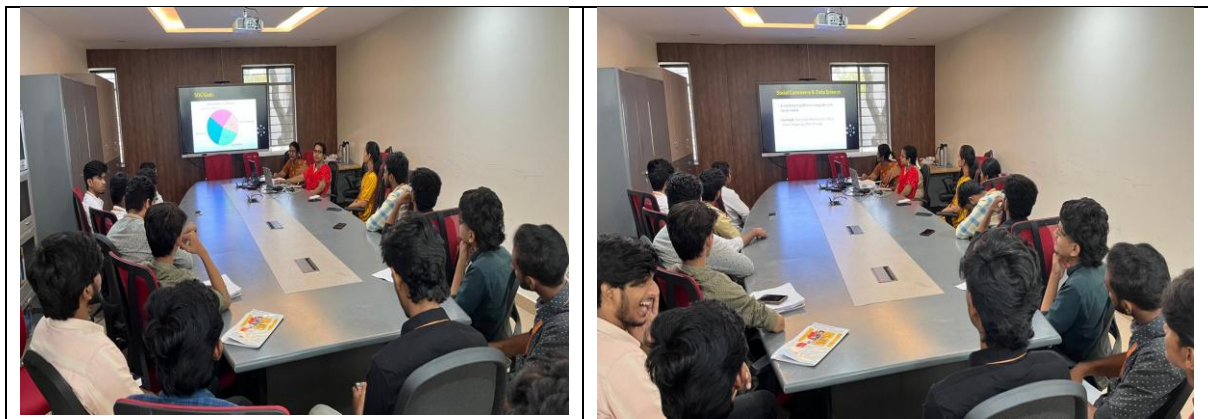
## The Future OF E-Commerce

How Data Science is Redefining Customer Engagement and Operational Efficiency

Date:18/03/25

S.No	RRN	Student Name	Sign
1	220081601069	Nabai Mohammed Nathon	Nabai
2	220081602001	AWAMED NAWFAL	Awamed N...
3	220081602002	ASHWANTH SOELP	Ashwanth S...
4	220081601029	Mohammad Abdul Aziz	S. Aziz
5	220081601036	Mohamed Jassem	M. Jassem
6	220081601036	Khalid Sultan	K...
7	220081601032	Nadeem ismail	N...
8	220081601021	hishamuddin	h...
9	220081601053	Niyajudeen	N...
10	220081601039	Nafis	N...
11	220081601032	Fazhullah	F...
12	220081601022	Tha OFEE Q	T...
13	220081601049	Muhammad h	M...
14	220081601019	Harish Hasan	H...
15	220081601048	Muhammad Hamteer	M...
16	220081601017	epur...	R...
17	220081601055	Rishika Rai	R...
18	220081602005	ROSHAN ADHITHYA V.P	R...
19	220081601035	Mohamed Ismail	M...
20			

## Photos coverage of the event





## Feedback form:

### Feedback Form – Seminar on "The Future of E-Commerce: How Data Science is Redefining Customer Engagement and Operational Efficiency"

Thank you for attending the seminar on 18/03/2025 at the IT Conference Hall, Kileydy. Take a few moments to share your feedback. Your responses will help us improve future events.

#### Participational Details

John Doe

Roll Number / Employee ID  
IT2021048

Department  
Information Technology

#### Feedback on Seminar

How would you rate the seminar overall? 1 2 4 5 6 (Excellent)

Quality of Content Delivered ☒ Excellent

Relevance of the Topic ☐ Very Relevant

Was the session informative and engaging? ☐ Somewhat Relevant

☐ Not Relevant

Rate the speaker(s) knowledge and presentation style ☒ Yes, very much

☐ Not really

#### Suggestions and Comments

What did you like the most about the seminar?

The case studies and interactive Q&A session

What could be improved in future seminars?

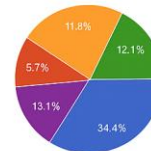
More time for discussion

### Feedback Form

The Future of E-Commerce: How Data Science is Redefining Customer Engagement and Operational Efficiency

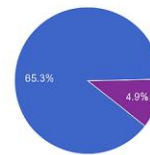
How would you rate the seminar overall?

18 responses



Was the session informative and engaging?

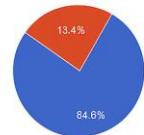
13 responses



☒ Yes, very much  
☐ Somewhat  
☐ Not really

Would you be interested in attending similar events in the future?

13 responses



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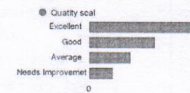
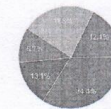
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The Future of E-Commerce: How Data Science is Redefining Customer Engagement and Operational Efficiency

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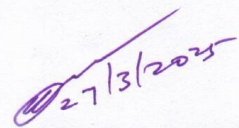
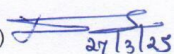
  
 Coordinator

Mrs. R. Pavithra, AP / IT

Convenors

Dr. N. Prakash, Prof & Head / IT

Dr. Latha Tamilselvan, Prof / IT & Director (MIS)

  
 27/3/2025  
  
 27/3/25