DATA

CHRONICLE

OFFICIAL NEWSLETTER

DEPARTMENT OF DATA SCIENCE
AND BUSINESS SYSTEMS

SCHOOL OF COMPUTING
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
KATTANKULATHUR









DATA CHRONICLE

MESSAGE FROM	
Dr. Revathi Venkataraman Chairperson - School of Computing	1
MESSAGE FROM	2
Dr. M. Lakshmi - HOD-DSBS	2
About the Department	3
International Projects - Indo - Taiwan	4
Faculty Achievements	6
	0
Faculty Startups	8
Deep Learning in Healthcare	10
Sustainable Development and Business Model	11
	1
Placement News	12
Data Science in Food Industry	14
	2 8 8
Student's Page	17

Data Chronicle October 2021

DATA

CHRONICLE





MESSAGE FROM

Dr. Revathi Venkataraman

Chairperson - School of Computing

With the rapid growth in computing, communications technology, and advances in digital technologies including IoT, Blockchain, Gaming Technology and Computer networks the past 10 years has witnessed a proliferation of transforming the business methodologies and data analysis process. In the 21st-century most of the businesses operate with global networks of customers, suppliers, competitors, and regulations around the world.

Data Science is the essential of these networks, and effective data analysis is essential to a Business success. The department mission is to impart technical knowledge as per industry requirements in data science and business systems. Department of Data Science and Business Systems prepares the next generation practitioners and researchers for a data-centric world to expand the capacity to find insights, and to securely store and distribute the data.

The department strives to increase the brain function with visual tools, apply creativity, with equal appreciation of humanities, management sciences and human values. The department has state of the art laboratories to support the specialization course. The faculty members of the department have sound knowledge in the field of data science, IoT and Block chain technology. We have a cloud computing platform, which enables us to teach the students in the key areas of data science and its tools and high performance cloud architectures. Department is highly oriented towards the practical learning of the courses.

We are keen in providing internships for the students in top universities abroad, central universities and in renowned companies. This will equip the students to have sound knowledge in the industry requirements. In collaboration with SRM Innovation and Incubation and Entrepreneurship Centre (SIIEC), we are offering funds to encourage the students to do their own innovation and to come up with innovative projects.

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MESSAGE FROM

Dr. M. Lakshmi

HOD - DSBS

"Education is the most powerful weapon which can use to change the world" – Nelson Mandela

I am very happy for the release of the first edition of newsletter Data Chronicle of our department. The department of Data Science and Business Systems was formed in the year 2020 under school of Computing which is one of the oldest and finest schools in the university with a strength of nearly 1200 students and 35 faculty members.

The department offers both UG Programme in Computer Science and Business Systems in association with TCS, Computer Science and Engineering with specialisation in Big Data Analytics, Block chain Technology, Gaming Technology and Data Science. I am really elated to tell you that the department stands on the strength of experienced and well qualified faculty who are very dedicated to teaching and also involved in up-gradation of knowledge.

Their research experience will help to cultivate the future of our students. This newsletter portrays the monthly activities of the department, achievements of the faculty and students, students corner to capture the innovative ideas, creativity of the students. A Newsletter is like a mirror which reflects the clear picture of all sorts of activities undertaken by a Department and develops writing skills among students in particular. I congratulate the Editorial Board of this Newsletter who have played a wonderful role in accomplishing the task in Record time. Also my heartfelt Congratulations to staff members and Students for their fruitful effort. My Best Wishes.



ABOUT THE DEPARTMENT

DATA SCIENCE AND BUSINESS SYSTEMS

The department of Data Science and Business Systems (DSBS) started in 2021 with the primary objective of producing leaders and skilled professionals in Data Science and Business Systems to meet the growing demand for Data Scientists, Data Engineers and Business Analysts in India and worldwide.

Every business is driven by data in today's evolving technological world. The department ensures the students have strong fundamentals in theory, project experience in various data science related tools and technologies, and domain knowledge in mathematics, business system and engineering science.

As per the industry requirement department offers the following courses, UG - B.Tech in "Computer Science and Business System (Jointly with TCS), Computer Science and Engineering Specialization in Gaming Technology/Block Chain Technology/Big Data Analytics / Data Science"; Integrated PG course M.Tech in Computer Science and Engineering Specialization in Data Science and PG courses M. Tech in Big Data Analytics / Data Science / Data Engineering.

The department has 34 teaching faculty with multidisciplinary expertise. More than 80% percent of the faculty have completed their doctorate, and remaining members are pursuing Ph.D. The department has collaborative projects with national and international agencies worth more than ₹ 50 lakhs. 22 research scholars pursuing their Ph.D. (Full Time) in the department with stipend provided by SRMIST. To pronote the research culture, the department organizes a weekly seminar titled "Jeffrey Ullman Colloquium".

The department offers special elective courses jointly with visiting professors working overseas institutes and industry. Also having joint research projects with various overseas universities including Dalhousie University, National Chung Chang University-Taiwan, New Castle University- Australia, Oakland University -USA, University of Saskatchewan, Canada, Skolkovo Institute of Science and Technology, Russia. The department is in discussion with several Data Science and Business Analytics companies for internship and academic collaborations.

More than 85% percent of the faculty have completed their doctorate, and remaining members are pursuing Ph.D.

7 International Patents Grants

25 Indian Patents Published

Data Chronicle PAGE 03 October 2021

International Projects



India-Taiwan Collaborative Project

CCU, Taiwan-SRMIST, India Collaboration, SRMIST signed MoU with Taiwan-India Joint Research Center on Artificial Intelligence, National Chung Cheng University, the scope of collaboration on research activities to be pursued through this MoU.

- Research collaboration in the areas of mutual interest
- Exchange of technical materials which are made available by both parties
- Exchange of technical concepts and mutual guidance
- Cooperative meetings, seminars, workshops and conferences

Since the year 2020, our world has been seized by the Covid-19 pandemic amounting to more than 123 million confirmed cases and more than 2.7 million deaths (as of this report). At this juncture, Taiwan and India have joined hands together once again in developing innovative smart pandemic prevention technology. In July 2020, the Taipei Economic and Cultural Center (TECC) and Taiwan Education Center (TEC) had invited the Taiwan-India Joint Research Center on Artificial Intelligence organized by the National Chung Cheng University (CCU) and IIT Ropar along with the Sri Ramaswamy Memorial Institute of Science and Technology (SRM IST) to jointly create a Smart Pandemic Prevention System (SPPS) which is currently deployed on the campuses of both CCU and SRM IST.

The Taiwan-India Smart Pandemic Prevention System has four main features, including automatic body monitoring and recording, smart face recognition, along with face mask recognition, and social contact analysis. Not only did the students of CCU and SRM work together in the latest AI technology, but also actually the system on both campuses, benefiting the employees of both universities with safe entrance/exit control.

On March 24, 2021, a presentation of the results of the "Taiwan-India Joint Collaboration in Smart Pandemic Prevention System" was held online, presided by Dr. Mu-Min Chen, Deputy Representative of TECC, Dr. C. T. Wang, Director of Science and Technology, TECC, Dr. Chadaram Sivaji, Director of International Bilateral Cooperation Division, DST, India, Dr. C. Muthamizchelvan, Vice Chancellor of SRM, Dr. A. Ravi Kumar, Pro-Vice Chancellor Medical and Health Science, SRM and Dr. Revathi Venkatraman, Chairperson, School of Computing.



Smart Pandemic Preventive System

COVID-19 has infected more than 50 million patients worldwide and caused more than 1 million deaths, making it the most serious public health emergency in history.



Most of the positive cases occurred in crowded and overcrowded areas, such as train stations, subway stations, and schools. Because COVID-19 is mainly spread through respiratory droplets and aerosols, the World Health Organization recommends that masks should be worn in densely populated places, and it has been recognized as the most effective means of Smart Pandemic prevention in public places. Deep learning is the hottest research field in the 21st century, and its core research direction is computer vision. The current target detection technology has been widely used in life, such as face recognition, security monitoring, and drone scene analysis.





The project is headed by Dr. G. Vadivu, Professor. Faculty members are Ms. K. Meenakshi, Ms. K. Sornalakshmi, Ms. S. Srividhya. Students are Hritik Bhandari, Pratyash Bhalla, Kavyapriya, Gayatri, Srivatsan, Soumya Kundu and Barath. The main work of this system is developing a mask detection, which monitors the mask wearing status of people entering public places in real time through the camera.

Funded Projects

S no	Principle Investigator(s)	Title	Funding Agency	Amount Sanctioned	Start of project	Deadline
1	Dr.A.Shanthini CoPI Dr. Vadivu	Prognosis of Microaneurysm and Early Diagnosis System for Non- Proliferative Diabetic Retinopathy using Deep Convolutional Neural Network	Scheme for Promotion of Academic and Research Collaborations (SPARC), Ministry of Human Resource Development, Government of India	59,92,270	2019	Mar-22
2	Dr. Parthiban N CoPI Dr. Kavitha V, Dr. Revathi Venkatraman	Real Time Compensation for Turbulence and Detecting Moving Objects	Instruments Research and Development Establishmen(IRDE), DRDO	17,84,200	Aug-20	July 2021
3	PI Sasikala E, CoPI Vaishnavi Moorthy & Dr Revathi Venkataraman	Secure Configuration for Heterogeneous Wireless Networks	Scientific Analysis Group (SAG) - DRDO Lab	23,60,802	Feb-21	20 Months
		-	Total	1,01,37,272		

Consultancy Works

S no	PI	Title	Funding Agency	Amt Sactioned
1	Dr. V. Kavitha, Dr. Parthiban N, Mr.R.Srinivasan	EzMeds - A web portal for maintaining prescriptions	Yectra Technologies Private Limited	Rs 25,000/-
2	Dr. V. Kavitha, Mr.R.Srinivasan	Edubay - A web portal for overseas higher studies applications	Cogninet Australia Pty Ltd	AUD \$16,000
3	Dr. S Ganesh kumar, Dr. A. Murugan	Application Development	CCC Digital	10,00,000/-

Publications

Total Publications	Scopus	SCIE	WoS	Highest IF	Total IF
57	38	4	15	4.35	87.62



Congratulations to recent PhD graduates.!
Congratulations to new Associate Professors..!!



Data Chronicle PAGE 06 October 2021

Awards

Dr. A. Shanthini received certificate of appreciation for SPARC project during the Research Day event from Former Vice chancellor of SRMIST project entitled "Prognosis of Microaneurysm and early diagnosis system for non - proliferative Diabetic Retinopathy using Deep Convolutional neural network", in collaboration with the foreign professor Dr. Gunasekaran Manogaran, Data scientist from University of California, Davis Campus, USA, Funded by SPARC-IITK, MHRD, Government of India and SRM IST for 67 Lakhs sanctioned.



Dr. R. Rajkumar has received "Innovative Professor award"" his research works and services during the Covid19 pandemic from Dr. Sangeetha's Life Line Healthcare Awards 2021 by Indian Film director Mr. Gowtham Vasudev Menon. He won first prize in SRM-JOSH 2021 for his short film "Whatsapp for education".



Faculty Start-ups



Network without Borders

Designated patners:

Dr. N.Parthiban (DSBS), Dr.V.Kavitha (DSBS)

BOUNDRYLESS NETWORKS" "Network Without Borders (NWB), a prolific multitude of erudite scholars that joyously welcomes professionals across the world for collaborative research and works contentedly towards the below mentioned. Engineering research towards advancing technology Directing growth and development of bilateral research activities Serving as an open-platform for the judicious upbringing of state-of-the-art ideas and projects. Constructing collaborative project proposals in trending computing domains. Facilitating work in a cross-cultural environment across multiple fields of study Creating unique opportunities to experience international expertise for aspiring researchers". Details: https://tinyurl.com/zwer3a







BrainwaveS- Neuro rehab Solutions and Research Pvt Ltd

Designated patners:

Dr. S. Bhasi (Medical), Dr. A. Sridhar (EIE), Dr. R. Rajkumar (DSBS)

It is a medical technology startup working with applications of virtual reality in neuropsychological rehabilitation. The Vision is delivering state of art, evidence based and cost effective interventions in neuropsychological rehabilitation. Pre- incubated by SRM Innovation and Incubation cell and IITMIC. An alumni Mr. Ankit Sahoo and three full time interns Shouhardik Sahoo, Prathyusha and Harikrishna from 3rd year School of Computing students are appointed from SIIC.









The participants given hands-on training in order to gain a thorough understanding of the field of data science and to be exposed to its viability and future potential.

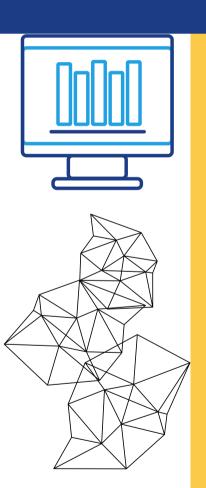
A THREE DAY CSI SPONSORED WORKSHOP ON DATA SCIENCE WITH MACHINE LEARNING USING R PROGRAMMING

18th - 20th August 2021



The Workshop was the dissemination of data science and machine learning knowledge using R programming. It equips attendees with knowledge of how data science may be utilised to innovate and improve business processes.

Machine Learning is a rapidly expanding branch of Artificial Intelligence concerned with the research and development of computer learning algorithms for effective representations at different levels of abstraction. failing to extract **Organizations** are compelling insights they need to make better business decisions because data is overwhelming. The participants given hands-on training in order to gain a thorough understanding of the field of data science and to be exposed to its viability and future potential.



"Machine intelligence is the last invention that humanity will ever need to make."

- Nick Bostrom.



DEEP LEARNING IN HEALTHCARE

6-10 SEPTERMBER 2021

The Department of Data Science and Business Systems, SRMIST, conducted an online workshop on Deep Learning in Healthcare from the 6th September to 10th September 2021.

The aim of this workshop was to address the issues and developments in recent approaches, algorithms, mechanisms and developments in medical imaging and generate discussions in recent trends and developments of health informatics system.

This 5-day event saw 10 sessions, with 2 sessions being held everyday and each session being held by a renowned figure in that specific field.

The workshop was aimed towards Research scholars, Faculty members and students who are working under various domain of deep learning and machine learning algorithms on healthcare and data science and was convened by Dr. A. Shanthini.

The sessions were handled by Dr.Monhanraj and Dr. Rijo Tom Jackson. CNN transfer learning technologies for medical images dataset was explored. He presented Deep learning for computer vision. With this, there was a complete practical and theoretical understanding of the topic. Nvidia certification was provided. The workshop concluded with the valedictory speech of the chief guest Dr.Revathi Venkaraman, Chair school of computing, convenor Dr.A.Shanthini and HoD DSBS Dr.M.Lakshmi.





This 5-day event saw 10 sessions, with 2 sessions being held everyday and each session being held by a renowned figure in that specific field.

"It was a complete eye-opener session"



Events

E-Seminar on Sustainable Development and Business Model

THE GLOBAL GOALS

E-Seminar on Sustainable Development and Business Model 24 September 2021 saw the successful organization of the E-Seminar on Sustainable Development and Business Model. Conducted by the Department of Data Science and Business Systems & Department of Networking and Communications College of Engineering and Technology.

The seminar was primarily aimed towards UG/PG Students, Faculty members, Research Scholars pursuing research in data science and business systems. The objective of the seminar was to address the domain of business model to support sustainable development. This e-seminar also included an investigation of the internal and external challenges faced in this process. There were a total of 2 sessions in the entirety of the seminar with both theory and hands on experiences conducted by highly distinguished speakers Dr. C. R. Rene Robin. Prof & Dean (Innovation) from Sri Sairam Engineering Collgge, Dr. G. Vinoth from Pongu Ventures.



The attendees greatly benefited by understanding the Business models for meeting the sustainable development goals of a community. They can incorporate such models during the Evolution/transformation phase of a business model from traditional business models to business models for sustainability.

Advisors:

Dr. Revathi Venkatraman, Professor & Chair Person - SoC

Dr. M. Lakshmi,

Prof & Head, DSBS

Dr. Annapurani Panaiyappan, Professor and Head. NWC.

Convenors:

Dr. T. Sam Pradeepraj, NWC,

Dr. Pratik Srivastava, NWC,

Dr. E. Sasikala, DSBS.

Organizing Committee

Dr. M. Prakash, DSBS.

Dr. R. Rajkumar, DSBS.



PLACEMENTS NEWS

As on 7th September 2021



Sl. No.	Register Number	Name	Company	Salary Package (INR)
1	RA1811027010005	Aayush upadhyay	LinkedIn	42 LPA
2	RA1811027010005	Aayush upadhyay	Quinbay	7.5 LPA
3	RA1811027010006	Aayush agarwal	WorkIndia	15 LPA
4	RA1811027010009	S Gayathri	Bajaj Finserv Ltd	12 LPA
5	RA1811027010010	Saurav borah	Quinbay	7.5 LPA
6	RA1811027010016	Aditya mangla	Wells Fargo	20 LPA
7	RA1811027010017	Aditi patel	Brillio	11.5 LPA
8	RA1811027010018	Shubham mittal	Play Simple	20 LPA
9	RA1811027010019	Umang singhal	Brillio	11.5 LPA
10	RA1811027010023	Sahil rao	Deloitte	7.6 LPA
11	RA1811027010024	Adarsh agarwal	Danske	10 LPA
12	RA1811027010025	Jain kanishk	Deloitte	7.6 LPA
13	RA1811027010027	Krettika varshney	Wells Fargo	20 LPA
14	RA1811027010028	Pranjal datta	Madstreet	11 LPA
15	RA1811027010029	Vishrut pundir	Brillio	11.5 LPA
16	RA1811027010030	Pranav prathap	AB InBev	12 LPA
17	RA1811027010032	Jatin kumawat	Bajaj Finserv Ltd	12 LPA
18	RA1811027010036	Ansuman biswas	Bajaj Finserv Ltd	12 LPA
19	RA1811027010039	Rishav jha	Amazon	29.36 LPA
20	RA1811027010039	Rishav jha	AB InBev	12 LPA
21	RA1811027010045	Bikrant sen	ZS Associates	14.34 LPA
22	RA1811027010047	Aarushi saini	Fidelity	12.93 LPA
23	RA1811027010049	Muskan jain	Amdocs	6.2 LPA
24	RA1811027010050	Shashank verma	Brillio	11.5 LPA
25	RA1811027010052	Nikhil saji	FACE (EDM)	7.2 LPA
26	RA1811027010053	Shreya kumari	Barclays	14 LPA

The Department of DSBS is continuing the placement and internship statistics as follows

No. of Internships : 9 No. of

Placements: 31

No.of Dual

Placements: 3

Marquee: 7

Super Dream: 30

Dream: 15

Data Chronicle PAGE 12 October 2021



PLACEMENTS NEWS

As of 7th September 2021

Sl. No	Register Number	Name	Company	Salary Package (INR)
27	RA1811027010054	Shubhangi soni	EZE Soft	8 LPA
28	RAJE11027010055	Kartikeya srivastava	Deloitte	7.6 LPA
29	RA1811027010056	Yenumula reddy	Bajaj Finserv Ltd	12 LPA
31)	RA1811027010057		Quinbay	7.5 LPA
31	RA1811027010061	Utkarsh chaurasia	Brillio	11.5 LPA
32	RA1811027010063	Sushruth s	Amazon	17.35 LPA
33	RA1811027010065	Akshat anand	Barclays	14 LPA
34	RA1811027010067	Saumitra joshi	Brillio	11.5 LPA
35	RA1811027010068	Hritik bhandari	Wells Fargo	20 LPA
36	RA1811027010068	Hritik bhandari	Walmart	6.97 LPA
37	RA 1811027013069	Vadlamudi sai	Pay U	10 LPA
	RA1811027010071		Deloitte	7.6 LPA
3%)	RA1811927010073	Sharon babu k	Celebal	8 LPA
40	RA1811027010074	Debarghya	Bajaj Finserv Ltd	12 LPA
41	RA1811027010077	Prachi shrivastava	Accolite	11 LPA
4.2	PA1811027010078	Shivesh chaturvedi	Sabre	10.52 LPA
43	RA1811027010079	Akshay anil	Brillio	11.5 LPA
	R.A.1311027010080	_	Icertis	8 LPA
_	RA1811027010081		Ganit Inc	6 LPA
46	RA1811027010082		Bajaj Finserv Ltd	12 LPA
47	RA1811027010083	K aditya	Optum	14.2 LPA
48	RA1811027010086		Deloitte	7.6 LPA
_		Rohan kumar mehta		30.57 LPA
50	RA1811027010095		Affinsys AI Pvt Ltd	
51	RA1811027010099	Prince samuvel s	Bajaj Finserv Ltd	12 LPA
52	RA1811027010100	Zakir hussain	ZS Associates	14.34 LPA













EXPERT VIEW

Industry Connect



Impact of Data Science in Food Industry

Mrs. Swetha Nutritionist

he food industry is one of the most powerful and largest industries today, and with an extremely high demand to fulfill the customer needs especially in a densely populated country like India where the food industry is massive. The business or rather the food industry includes many members and different stages, from producers like the farmers to distributors like ITC to grocers like Metro, more supermarkets, and restaurants.

The food or goods must be sourced, maintained with, delivered and at times safeguarded as well. To manage such intricacy and complexity, proper structured data and administration and for this, extremely advanced data science and computer science techniques such as AI and ML are required.

The objective of AI is to investigate the limitless likelihood space to think of the most appropriate answer for any issue.

From shopping for food to eatery's food deliveries, everything is being customized for clients dependent on their purchasing conduct. Some of the biggest food business tycoons are ΑI technology to improvise manufacturing and processing to food. Artificial intelligence. Big data and data frameworks and examinations can be utilized to screen and comprehend factors like traffic, route changes, course development, and even distance.



Artificial intelligence fueled the estimation process to understand the unpredictable climate like in our country.

The information which can be statistically interpreted is created by observing exercises across social media which are then pulled, incorporated, examined, and surprisingly even visualized. This information helps with driving better business choices and decisions.

It offers some incredible bits of knowledge into showcasing systems when and where your brand or items or products as such may be applicable, what ought to be the promoting stages, and who are your possible clients and customers. Transparency in the Business Interaction. Big data permits organizations and suppliers to follow their sourced and shipped products and

consequently give advancement of such transparency and hence customer trust and profits are gained. It also helps the transportation companies to further develop yields and decrease delivery costs and propelled usage of advanced robotics in food manufacturing.

திருக்குறள் Tirukkural

அதிகாரம் 4 - அறன் வலியுறுத்தல்



குறள் 31:

சிறப்பீனும் செல்வமும் ஈனும் அறத்தினூஉங்கு ஆக்கம் எவனோ உயிர்க்கு

- திருவள்ளுவர்

மு.வ விளக்கம்:

அறம் சிறப்பையும் அளிக்கும்: செல்வத்தையும் அளிக்கும்: ஆகையால் உயிர்க்கு அத்தகைய அறத்தை விட நன்மையானது வேறு யாது?

Transliteration:

Sirappu Eenum Selvamum Eanum Araththinoongu Aakkam Evano Uyirkku

Explanation:

Virtue will confer heaven and wealth; what greater source of happiness can man posses?

- Tiruvalluvar (2000 Years ago)

2021

Pooja Celebration



















Linked in

CONGRATULATIONS

Department of DSBS
Congratulates to Aayush
Upadhyay who placed in
Linkedin with the highest
package of 42 LPA



SPORTS ACHEIVEMENT

AIU (Association of Indian Universities
Team) won the first ever Gold Medal in the
AUCC. AIU Indian team consists of four
players and out of which three players are
from SRM Institute of Science and
Technology (SRMIST).

SRMIST students were coached by Dr. M. Senthil Kumar, Assistant Professor, Department of Physical Education, SRMIST.

AIU Team Details

- 1. Ms. VARSHINI.V IV B.Tech CSE (SRMIST)
- 2. Ms. MICHELLE CATHERINA II M.Tech (SRMIST)
- 3. Ms. SRIJA SESHADRI II MBA(SRMIST)

SODUKKU



Credits: Divyansh

5	3			7				
6			1	9	5			
	9	8					6	
8				6				3
8 4 7			8		3			1
7				2				6
	6					2	8	
			4	1	9			5 9
				8			7	9

PATHWAY CHALLENGE



Your a chess piece(pawn) and you need to yeet in a hurry for your Queen! But the door is locked...

Cause OF COURSE it is. luckily the roomate who locked you in has made a way out incase he messes up like this

The Only way to open it is to press all X's. But there is a bug. no X can be stepped on twice.Doing so resets the whole puzzle... Cause OF COURSE it does

Can you activate all X's as this lifeless toy made for our own self-entertainment?

Credits: Divyansh

Send your answers and acheivements to: dsbsnews@gmail.com

Data Chronicle PAGE 17 October 2021



EDITORIAL TEAM



DSBS - Student Team



Ditipriya Ganguly 3rd year CSBS



Aransha Rajak 3rd year CSBS



Nikhil unnikrishnan 3rd year CSBS



Shivaraman Ramakrishnan 3rd year CSBS

SCO - Newsletter Head



Dr. B Amutha Professor School of Computing

DSBS - Faculty Team



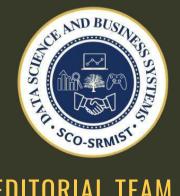
Dr. P. Saravanan **Assistant Professor** DSBS - School of Computing



Dr. R. Rajkumar **Assistant Professor** DSBS - School of Computing

DATA CHRONICLE

OFFICIAL NEWSLETTER **DEPARTMENT OF DATA SCIENCE AND BUSINESS SYSTEMS**



EDITORIAL TEAM

4TH FLOOR, UNIVERSITY BUILDING, SRMIST

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