**ABOUT VIT**

Vellore Institute of Technology (VIT) was founded in 1984 as Vellore Engineering College by the Chancellor Dr. G. Viswanathan. From its humble beginning, the institution has grown exponentially to that of having more than 33,000 students at present. Students from all over India and more than 50 countries are studying at VIT. VIT has been ranked No. 1 private institution in India for Innovation, at the first ARIIA (Atal Ranking of Institutions for Innovation Achievements) 2019 awards by Govt. of India. The world ranking body, QS, has given 4 STAR rating to VIT, thereby making VIT the first educational institution in India to obtain the 4 STAR rating for three consecutive years. Besides, the consortium of industries, FICCI, has honoured VIT for its "Excellence in Faculty" and "Excellence for Internationalization of Education".VIT has also completed 3 cycles of NAAC accreditation and has been rated an "A" grade. To add on to the credentials, VIT has obtained the coveted ABET accreditation by the US agency. VIT has the record of having published the maximum number of research papers indexed to Scopus Research Journals on par with the premier institutions for the last three consecutive years.

**ABOUT SITE**

The School offers programmes related to Information Technology, Software Engineering, Computer Applications and Domain Specific Applications. It imparts the knowledge and skills required for the students to become competent and excel in the broader domain of Information Technology and allied disciplines. The School always strives to keep its curricula updated with the recent technological advancements and best practices of the IT industry. The School has strong linkages with leading IT companies and research organizations. Postgraduate and Research Programmes of the School provides ample opportunities for the students to explore emerging technologies and do result-oriented research.

**ABOUT THE VIRTUAL CONFERENCE**

The objective behind virtual conference is to create platform for sharing knowledge and research ideas among the researchers across the globe. Eminent professors from India, Zambia, Malaysia and Malawi (IZM2) will be part of this conference. Analytics is the term that generated from word 'analytikos' that is seen in the Greek dictionary. That indicates process involving analysis. Data analytics is a passionate word in a highly competitive world. Harvard Business Review as mentioned - the sexiest job of the 21st century is data analytics. So it is evident that it is going to rock the field in perspective of decision taking.

# International Virtual Conference on Data Analysis: Research Perspective – 2019
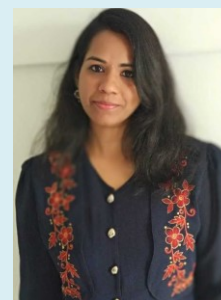
### India– Zambia – Malaysia- Malawi (IZM$^2$)
### 22$^{nd}$ October, 2019
### 2:00 PM to 5:00 PM (Indian Standard Time)
### VIT Library – Video Conferencing Hall

**Dr. Brojo Kishore Mishra**

**Dr.J. Arockia Venice**

**Dr. Booma Poolan Marikannan**

**Dr.R.Vettriselvan**

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**Dr. Vettriselvan**
Lecturer
DMI - St. John the Baptist University
Mangochi, Malawi

**LIST OF TOPICS**
**A Study on Effective methods in Research and Reporting**
**Research Trends in Opinion Mining and Sentiment Analysis**
**Data Science: The Window to Next Universe**

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