- Mr. Sk. Asiff attended FDP on Internet Of Things at Geethanjali Institute of Technology and Science during 20-21 Mar 2017.

Student Achievements

- P. Maneesha and SK Rashida Farheen presented a paper on "Traffic management using BTMS for smart city", at IEEE Symposium 2K17 SMART INDIA INITIATIVE, NBKR, Vidyanagar, Nellore during 3-4 February and awarded 1st prize.
- S.V.Rupa Rani and R. Sai Vyshnavi presented a paper on "Virtual Reality", at IEEE Symposium 2K17 SMART INDIA INITIATIVE, NBKR, Vidyanagar, Nellore during 3-4 February and awarded 2nd prize.
- K. Sai Priya and M.Swaroopa presented a paper on "IOT ", at IEEE Symposium 2K17 SMART INDIA INITIATIVE, NBKR, Vidyanagar, Nellore during 3-4 February .
- K.N.D. Srivani and P. Yamini presented a paper on "Smart Grid ", at IEEE Symposium 2K17 SMART INDIA INITIATIVE, NBKR, Vidyanagar, Nellore during 3-4 February

- P.Vinuthna and Y.V.Tejaswi presented a paper on "Wireless Sensors ",at IEEE Symposium 2K17 SMART INDIA INITIATIVE, NBKR, Vidyanagar, Nellore during 3-4 February .

- K.Sri Lakshmi Navya presented a paper on "Rain water harvesting ", at SRUJANA-2k17, GIST, nellore during 3-4 February and awarded 2nd prize.

GEETHANJALI

Institute of Science and Technology

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Techies Chronicle

"Driven to Discover"

Data Mining

Data mining (sometimes called data or knowledge discovery) is the process of analyzing data from different perspectives and summarizing it into useful information - information that can be used to increase revenue, cuts costs. Increasingly, organizations are generating

vast amounts of data as a result of running a variety of information systems. This data is normally used to record transactions and for status reporting purposes. What data mining does is use elements of statistics, artificial intelligence, machine learning and advance modeling techniques to predict future business trends and customer behavior patterns from large data warehouses and other form of data resources. Data mining is primarily used today by companies with a strong consumer focus - retail, financial, communication, and marketing organizations. It enables these companies to determine relationships among "internal" factors such as price, product positioning, or staff skills, and "external" factors such as economic indicators, competition, and customer demographics. And, it enables them to determine the impact on sales, customer satisfaction, and corporate profits. Finally, it enables them to "drill down" into summary information to view   detail   transactional   data.

With data mining, a retailer could use point-of-sale records of customer purchases to send targeted promotions based on an individual's purchase history.
Data mining is a powerful new technology with great potential to help companies focus on the most important information in the data they have collected about the behavior of their customers and potential customers. It discovers information within the data that queries and reports can't effectively reveal.

National Women's Parliament

A three day – "NATIONAL WOMEN'S PARLIAMENT" held in Vijayawada, on 10th, 11th and 12th February 2017 was telecast live at Digi hall of the college. All the lady faculty of department of CSE attended with great enthusiasm.

Village Awareness Program on Digital Transactions

Department of CSE organized A Financial Literacy Program in

association With Andhra Pradesh State Skill Development Corporation (APSSDC) for a week during 09-02-2017 and 17-02-2017 addressing Cashless Transactions using POS, Cashless Transactions using

UPI, Cashless Transactions through AEPS, Bank Account opening, Cashless Transactions using Feature Phones, Material on How to use FLP Mobile Application, Aadhar Based Banking in near by villages namely Pothireddypalem, Gangavaram and Rebala.70 students enthusiastically participated in the

campaigning program. Students who actively participated will be rewarded by the Honorable Chief Minister of Andhra Pradesh and the   certificates will be issued to the respective candidates based on their APSSDC FLP APP registrations and statistics. Around 60 students and few faculty members attended the workshop.

Workshops Organized

✓ **A One Day Workshop on MongoDB**
Department Of Computer Science & Engineering In Geethanjali Institute Of Science &Technology Organized "A One Day Workshop On MongoDB" in association   with Computer Society Of India on 18th Feb 2017.

Faculty Contributions/Achievements

- Ms. P. Radhika attended FDP on CMOS, Mixed Signal And Radio Frequency VLSI Design at Geethanjali Institute of Technology on 30 JAN-4 FEB 2017.
- Mr. Asiff attended FDP on CMOS, Mixed Signal And Radio Frequency VLSI Design at Geethanjali Institute of Technology on 30 JAN-4 FEB 2017
- Mrs. K. Sukeerthi attended FDP on CMOS, Mixed Signal And Radio Frequency VLSI Design at Geethanjali Institute of Technology on 30 JAN-4 FEB 2017
- Mr. K. Venkata Nagendra attended FDP on Statistical Analysis with R at ASCET, Gudur, on 13-18 Feb 2017.
- Mrs. V. Gayatri attended FDP on Internet Of Things at Geethanjali Institute of Technology and Science during 20-21 Mar 2017.
- Mr. K. Sreenivas attended FDP on Internet Of Things at Geethanjali Institute of Technology and Science during 20-21 Mar 2017.
- Ms. P. Radhika attended FDP on Internet Of Things at Geethanjali Institute of Technology and Science during 20-21 Mar 2017.
- Mrs. N. Siva Nagamani attended FDP on Internet Of Things at Geethanjali Institute of Technology and Science during 20-21 Mar 2017.