

## NASSCOM IDENTIFIES KEY JOB ROLES IN BIG DATA ANALYTICS DOMAIN

*Data Management roles across design, development and deployment value chains to be key to industry growth*

**23<sup>rd</sup> June 2017, Hyderabad:** Bringing some of the finest minds in the Indian big data and analytics industry together, the **National Association of Software and Services Companies (NASSCOM)** today concluded its 5<sup>th</sup> annual **Big Data & Analytics Summit**. Themed '**AI and Deep Learning: Transforming Enterprise Decision Making**', the two-day event hosted leaders conferring about the paradigm shift that artificial intelligence, machine learning and analytics are driving within India Inc.'s corporate strategy.

As a part of its reskilling initiative for the industry, NASSCOM also identified six areas of specialization in the Big Data Analytics domain which are expected to be key to sectors growth in times to come. These are **business analysts, solution architects, data integrators, data architects, data analysts and data scientists**. With the rising requirement for niche competencies in AI and analytics, the skill/expertise of the IT workforce will spearhead the analytical transformation on critical business processes across the industry. NASSCOM's Reskilling initiative will partner with the industry to identify the best curriculum against these job roles.

As per NASSCOM's Strategic Review 2017, analytics export market grew by nearly 20% in FY2017. The emergence of big data phenomenon in corresponding technologies is giving rise to new trends in the analytics domain. The three dominant factors driving analytics and big data, and business intelligence investments is: a) Making enterprises more customer-centric, b) sharpening focus on key initiatives that lead to entering new markets; and c) creating new business models, and improving operational performance.

The NASSCOM Big Data & Analytics Summit hosted a series of panel discussions, fireside chats, and workshops, experts from across the globe discussed strategies to keep India ahead of the curve by leveraging on big data insights and utilizing human-machine interfaces to create business value. Dialogues centred on themes ranging from autonomous driving to cognitive computing, with an emphasis on the versatility of AI applications across banking, healthcare, governance and infrastructure sectors to name a few. Among some of the most prominent faces at the summit was 14-year-old Tanmay Bakshi, World's Youngest IBM Watson Coder who delivered a keynote as-well-as conducted a Young Coders workshop.



**About NASSCOM**

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industries in India. NASSCOM is a global trade body with more than 1800 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering services off-shoring and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 3.1 million professionals.

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