



**NEW HORIZON**  
**COLLEGE OF ENGINEERING**

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## Department of Artificial Intelligence & Machine Learning

### “Alumni Talk on “Innovating with Data: A Journey from Campus to Epsilon”

#### Event Description:

Department of AI & ML and Alumni Association, NHCE have taken an initiative to conduct the Alumni Talk on “Innovating with Data: A Journey from Campus to Epsilon”.

**Speaker:** Harish Kumar

**Designation:** Associate Client Analyst, Epsilon India, Bengaluru

**Date:** 31<sup>st</sup> October 2025

**Time:** 09:00 am - 10:00 am

**Venue:** Nvidia Lab

On 31st October 2025, Harish Kumar (Alumnus, Department of Artificial Intelligence and Machine Learning, 2021–2025 batch), currently working as an Associate Client Analyst at Epsilon India, Bengaluru, delivered an engaging and insightful alumnitalk titled “Data-Driven Marketing and Client Analytics in the Digital Era”. The event was organized by the Department of AI & ML in association with the Alumni Association, NHCE, and was held from 9:00 am to 10:00 am at the Nvidia Lab for 7<sup>th</sup> semester students.

The session aimed to introduce students to the real-world applications of data analytics, marketing intelligence, and client analytics in the context of modern digital marketing strategies. Harish Kumar shared valuable insights into how organizations like Epsilon leverage data science, artificial intelligence, and analytical modeling to enhance customer engagement and optimize marketing outcomes.

He began the session by explaining the fundamentals of client analytics and its role in understanding consumer behavior through data. Harish elaborated on how personalization, segmentation, and predictive analytics are transforming the marketing landscape, enabling companies to deliver more targeted and impactful campaigns.

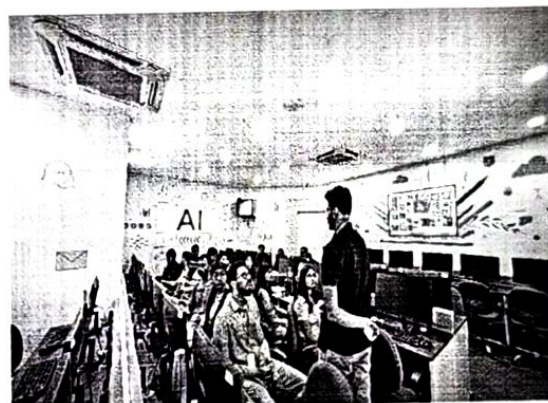
Drawing from his professional experience at Epsilon India, he illustrated several practical case studies demonstrating how analytics-driven decision-making helps global brands design customer journeys, improve retention, and measure campaign effectiveness. He also discussed how tools like SQL, Power BI, and advanced data modeling techniques are applied in day-to-day analytics tasks, bridging the gap between data and business strategy.



The session further emphasized the career opportunities in marketing analytics and client data science, encouraging students to build strong foundations in data interpretation, visualization, and communication skills. Harish motivated the audience to explore the intersection of AI, marketing, and business intelligence, highlighting it as a rapidly growing career domain with immense potential.

The talk concluded with an interactive Q&A session, where students actively engaged with the speaker, asking questions about career growth in analytics, necessary technical skill sets, and real-world project experiences at Epsilon India.

The session was highly appreciated by the participants for its relevance, practical insights, and inspiration, making it a valuable addition to the department's alumni interaction series.



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**ALUMNI TALK**

**INNOVATING WITH DATA**  
A Journey from Campus to Epsilon

**31<sup>st</sup> October 2025**  
**09:00 AM - 10:00 AM**  
**Nvidia Lab**

**Mr. Harish Kumar**  
Associate Client Analyst  
Epsilon

Faculty Coordinator  
Dr. Sreejith S  
Asst. Professor - A/NL


Dr. Anisha S Rai  
Director - Library and Alumni Relations

Convenor  
Dr. N V Uma Reddy  
Prof. and HoD - AIML

Dr. Manjunatha  
Principal

Organized by  
Department of Artificial Intelligence and Machine Learning | Alumni Association.

  
Faculty Coordinator

  
HOD-AIML