N. L. Dalmia®
Institute of Management
Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

DECODE X 2025
DATA TO DECISIONS

14th and 15th February

Event Summary

The halls of N. L. Dalmia Institute of Management Studies & Research buzzed with intellectual energy as DecodeX 2025, the flagship 24-hour hackathon of the Business Analytics Program, unfolded with unprecedented success. This analytical competition challenged participants to decode complex business problems through data-driven insights and innovative solutions.

With participation from top analytical minds across prestigious institutions, DecodeX 2025 reinforced its reputation as the definitive platform for showcasing business intelligence and analytical prowess. The intense overnight challenge pushed boundaries of creativity and technical skill, as teams raced against time to develop comprehensive solutions to real-world business challenges.

DAY 1: THE CHALLENGE BEGINS

Opening Ceremony

Day 1 began with excitement as participants arrived for registration and breakfast at 7:30 AM. By 10:00 AM, all attendees had gathered in the auditorium, where our anchors Sristi and Ujjwal set the tone with their energetic welcome.

The formal inauguration featured Mr. Mudit Dalmia, Vice President, who delivered an inspiring speech that emphasized the growing importance of analytical thinking in today's data-driven business landscape. His declaration of DecodeX commencement was met with enthusiastic applause, signalling the start of this intellectual marathon.

Case Study Launch

Mr. Amul Desai, Head of the Business Analytics Department, took centre stage to unveil the competition's challenging case studies. His comprehensive briefing outlined the evaluation criteria, submission guidelines and competition rules. Participants listened intently, knowing that understanding these nuances could be the difference between victory and defeat.
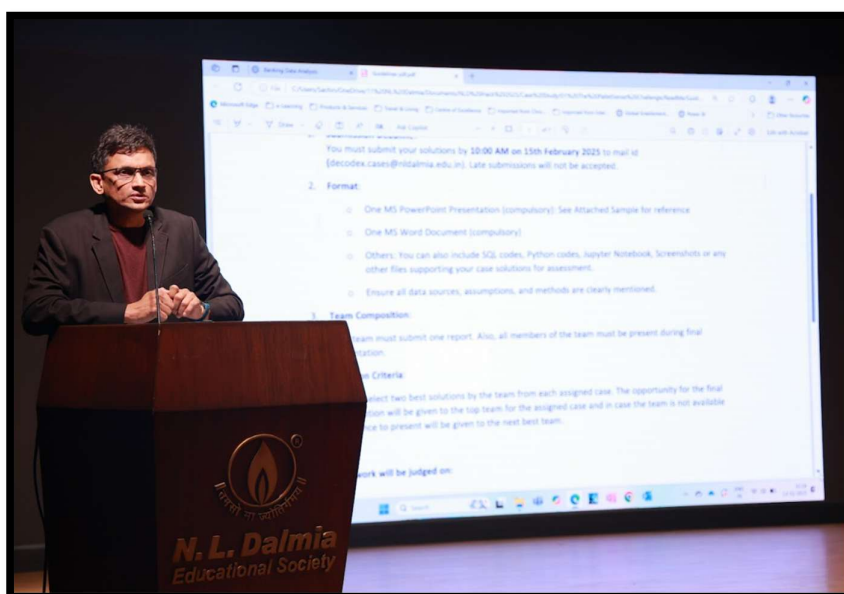
Skill Enhancement Workshops

DecodeX 2025 went beyond competition by offering specialized workshops designed to sharpen participants' analytical minds:

Workshop 1: Decoding Case Studies with Mr. Amul Desai

In this insightful session, Mr. Desai shared advanced frameworks for approaching complex business problems. Participants gained valuable techniques for structuring analysis, identifying key variables, and developing data-driven recommendations under time constraints.
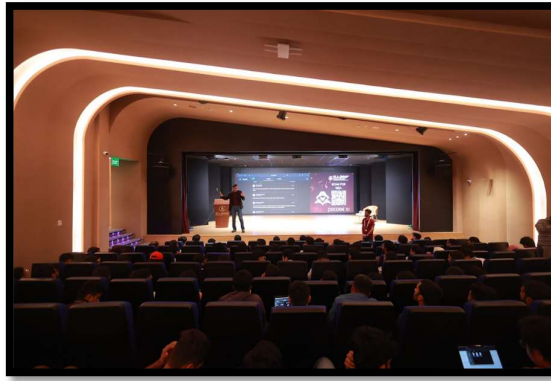
Workshop 2: Bloomberg Terminal Mastery with Mr. Prakash Rathod

The Bloomberg lab came alive as Mr. Rathod guided participants through the powerful capabilities of Bloomberg terminals. This hands-on workshop equipped teams with skills to extract and analyse financial data, conduct market research, and leverage Bloomberg's analytical tools for their case solutions.
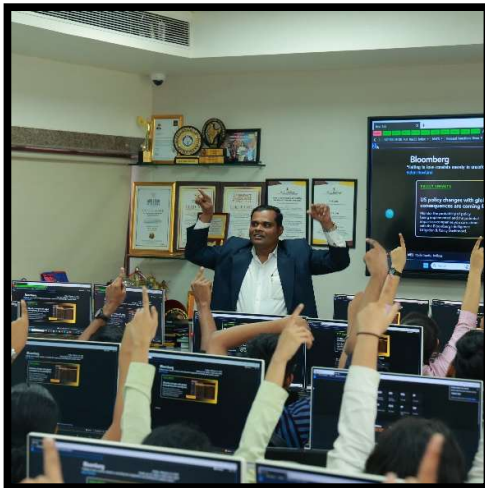
### Workshop 3: Data Storytelling Excellence with Mr. Awesh Bhornya

Mr. Bhornya's workshop transformed participants' approach to data presentation. Through compelling examples and interactive exercises, teams learned how to craft narratives that make data meaningful, impactful, and persuasive.

The Overnight Challenge

As evening set in, the library turned into a center of focused analytical work. Teams assembled around laptops, discussed strategies, and used whiteboards to map out ideas and calculations as the overnight case study challenge began.

Throughout the night, participants analyzed data, developed models, and prepared presentations. The 24-hour format rigorously tested their analytical skills, time management, collaboration, and ability to perform under pressure.
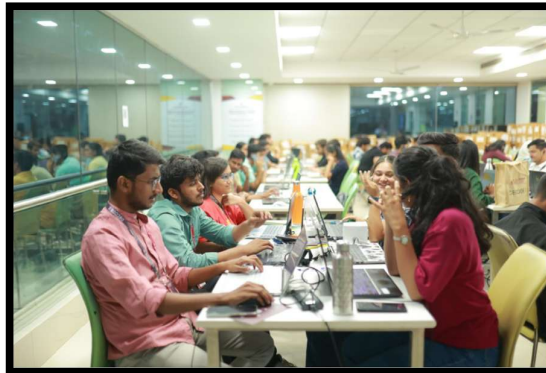
DAY 2: CULMINATION AND CELEBRATION

Formal Ceremony

Day 2 began at 1:00 PM with the inaugural ceremony. Anchors Isha and Saurabh welcomed the esteemed audience. The program commenced with the traditional lighting of the lamp by the dignitaries, symbolizing the pursuit of knowledge and wisdom, followed by a graceful rendition of the Saraswati Vandana.

The competition was elevated by the presence of industry luminaries who brought decades of expertise to the judging panel:

Mr. Darshan Radia - CEO of Plan.Net TechNest India with over 17 years of experience in service delivery, operations, and business transformation. An MBA graduate from N. L. Dalmia Institute, Mr. Radia has held key leadership roles driving innovation and excellence in the digital landscape.

Mr. Harsh Jha - Group Head of Technology at Nuvama Group with 20+ years of experience in digital transformation within the BFSI sector. His expertise spans enterprise architecture, cloud-native technologies, DevOps, cybersecurity, and AI-driven solutions. Since 2008, he has played a crucial role in the evolution of Edelweiss Group's Global Wealth Management division.

Mr. Prathmesh Rane - Vice President at Deutsche Bank with over a decade of experience in risk management. He plays a pivotal role in defining risk and control frameworks across key banking segments, with expertise in risk analysis, regulatory compliance, and operational risk management. He previously held key positions at Citicorp Services and Reliance Communications.

Dr. Amey Pangarkar - A globally recognized AI and digital marketing expert, Google-certified digital marketer, and one of the top voices on LinkedIn in his field. He holds a Doctorate in Digital Marketing, an MBA in Marketing (Gold Medallist), and a BE in Electrical Engineering. Author of four textbooks on digital marketing and the bestselling book "AI Tools - You Can't Do Without (Artificial Intelligence)," Dr. Pangarkar has delivered over 2,000 hours of training to more than 75,000 learners.

Presentations

The top teams presented their solutions to the judges panel, showcasing their analytical skills, innovative approaches, and business acumen. Each presentation was followed by a rigorous Q&A session where teams defended their methodologies and recommendations with confidence and clarity.

Entertainment Segment

The competitive atmosphere gave way to celebration on the evening of 14th February with an electrifying DJ night. DJ Rihya captivated the audience with a high-energy set that kept the crowd thoroughly engaged. The excitement carried into 15th February with stand-up comedy performances by Mr. Vishal Sivakumar and Mr. Raunaq Rajani, who brought laughter and light-heartedness, offering participants a refreshing break before the results were announced.

Awards and Recognition

The moment everyone had been waiting for arrived, as the judges presented their final decision following thorough evaluation.

Winner: Team Code Blue

Case Study Topic - The Pallet Sense Challenge

First Runner-up: Team Carrer Craft

Case Study Topic - Product Demand Forecasting

Second Runner-up: Team Mavericks

Case Study Topic - Motor Insurance

The event concluded with heartfelt thank you notes from the organizing committee, celebrating the collective effort that made DecodeX 2025 possible. As participants, judges, and faculty rose for the National Anthem, there was a shared sense of accomplishment and inspiration.