

# Digital Supply Chain & Logistics Transformation: Analytics, AI & Data-Driven Decision Making

Programme Dates – September 24 & 25, 2026

SPJIMR Delhi Campus



## Programme Overview

In today's rapidly evolving business landscape, supply chains are becoming increasingly digital, data-driven, and intelligent. Managers are expected not only to manage operations but also to interpret data, leverage analytics, and understand emerging digital technologies transforming logistics and supply chain management.

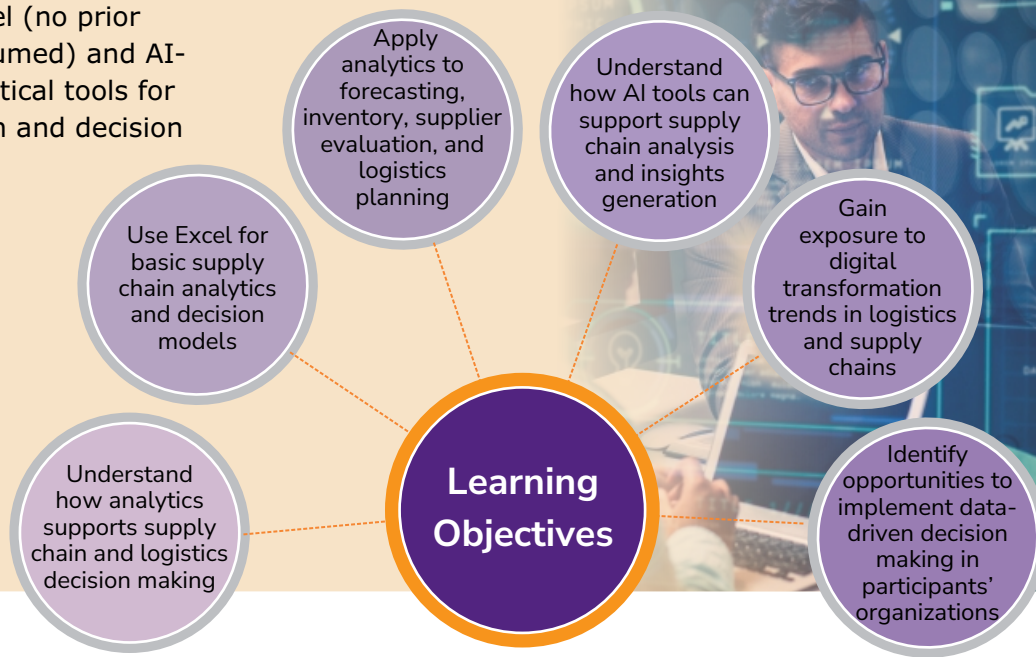
This program demystifies supply chain analytics using practical tools such as Excel and introduces the role of AI and digital technologies in transforming logistics and supply chains. Through hands-on exercises, real-world examples, and guided analytics practice, participants will learn how to convert operational data into actionable insights and make better supply chain decisions. The program is designed for managers with little or no prior exposure to analytics and focuses on practical learning rather than complex mathematics.

## Who Should Attend

Managers and professionals working in supply chain, procurement, logistics, operations, planning, distribution, and related functions who want to build confidence in using data and analytics for operational decision making. The program is particularly suitable for managers with limited prior exposure to analytics tools.

## Tools Used

Microsoft Excel (no prior expertise assumed) and AI-enabled analytical tools for demonstration and decision support.



## Pedagogy

Concept briefings and managerial frameworks

Excel-based analytics demonstrations

Guided hands-on exercises

Mini case study discussions

Interactive discussions on digital supply chains and AI applications

## Programme Coverage

**A**

### Foundations of Supply Chain Analytics

- Role of analytics in supply chain management
- Understanding and structuring supply chain data
- Descriptive analytics using Excel
- Demand pattern analysis and forecasting techniques
- Inventory analytics and safety stock decisions

**B**

### Analytics for Supply Chain Decision Making

- Supplier performance and procurement analytics
- Distribution and transportation analytics
- Integrated supply chain decision making
- Cross-functional supply chain trade-offs

**C**

### AI and Digital Transformation in Supply Chains

- Introduction to AI in supply chain management
- Use of AI tools for data analysis and decision support
- Digital logistics and emerging technologies
- Digital supply chain platforms, control towers, and IoT
- Building data-driven supply chain organizations

## ABOUT SPJIMR

SPJIMR is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value-based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education.

SPJIMR has been accredited by the Association to Advance Collegiate Schools of Business (AACSB), Association of MBAs (AMBA) (UK), and EFMD Quality Improvement System (EQUIS).

SPJIMR is part of an elite group of institutions globally to achieve the prestigious 'Triple Crown' of accreditations, placing it among the top 1% of global business schools.

In the Financial Times MiM 2025 Ranking, SPJIMR stands out as the top-ranking Indian B-school, securing the 35th spot globally and #3 in India.

Our salient features are as follows:

- 44 years legacy of management education
- 25+ years of executive education
- Over 15,000+ alumni
- 100+ Corporate Partners
- 50+ Global Partners
- Renowned faculty with extensive corporate experience
- Globally recognized among top 5 B-Schools from India
- Triple Crown International accreditation by AMBA, AACSB & EQUIS

### **Certification**

**Participants who successfully complete the program will receive a certificate of participation from SPJIMR.**

**Fees: Rs 24,900 per participant + applicable taxes (Early Bird, Alumni and Group Discount applicable)**

For more information contact-

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W: <https://www.spjimr.org/executive-education/open-programmes>

## PROGRAMME DIRECTOR



### **Prof. Debmallya Chatterjee**

Professor, Operations, Supply Chain Management and Quantitative Methods Chairperson, Post Graduate Diploma in Management (PGDM) Online

With over two decades of academic experience, Prof. Debmallya Chatterjee has been associated with prestigious management institutions, bringing a deep commitment to excellence in teaching, training, and research. His areas of expertise span operations research, business research methods, quantitative techniques, operations management, service operations, problem solving and decision making, and simulation modelling in operations and supply chains.

Prof. Chatterjee has trained both MBA students and corporate professionals and is a FIRO-B certified practitioner, offering individual advisory support to professionals and students alike. In the domain of Management Development Programmes (MDPs), he has worked extensively with clients across diverse sectors including manufacturing, automobiles, renewable energy, consultancy, and pharmaceuticals. As programme director, he has led several high-impact interventions and delivered executive education to some of SPJIMR's most prestigious corporate partners, with a strong emphasis on learning with measurable outcomes.

Prof. Chatterjee has over two decades of experience in teaching, research, and executive education. His areas of expertise include Operations management, supply chain analytics, project management, and digital transformation in operations. He has conducted numerous executive development programs for leading organisations across sectors.

