



**ANDHRA MAHILA SABHA**  
**ARTS & SCIENCE COLLEGE FOR WOMEN**  
Autonomous - NAAC Re-Accredited, O.U.Campus, Hyderabad – 500 007



## A Report on Field visit to KL University

**Date of Visit:** 13th October 2025

**Venue:** KL University (KLH GBS Campus)

**Total Participants:** 97 Students and 4 Faculty Members

### Overview:

The **Placement Cell** and the **Department of Mathematics, Statistics, and Computer Science** of **Andhra Mahila Sabha Arts and Science College for Women** organized a **field visit** to **KL University (KLH GBS Campus)** on **13th October 2025**.

A total of **97 students**, accompanied by **four faculty members**, participated in the visit. Upon arrival, the team was given a warm welcome by the host institution. The visit began with a **guided campus tour**, covering the academic blocks, research laboratories, and seminar hall, providing students with an overview of the university's infrastructure and facilities.

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### Seminar Session:

The main highlight of the visit was an expert session conducted in the **Seminar Hall** by **Dr. Naga Raju** on the topic:

**“Data-Driven Fraud Analytics: A Business Transformation Case Study in Auto Insurance.”**

The session commenced with an introduction and welcome address, followed by the presentation of the **guest speaker** and accompanying **faculty members**.

Dr. Naga Raju delivered an engaging and insightful presentation that focused on the **role of Artificial Intelligence (AI), Machine Learning (ML), Data Science (DS), and Analytics** in business transformation, particularly in the **insurance sector**.

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### Key Areas Covered:

- Introduction to **AI, ML, Data Science, and Analytics**
- Overview of the **Insurance Industry** and its **digital transformation**
- Importance of **data-driven fraud analytics** in **Auto Insurance**
- Case study on how **AI and ML algorithms** detect **fraudulent claims**
- Discussion on **AI governance, ethics, and data quality**

The speaker emphasized the famous quote by **William Edwards Deming**:

*“Without data, you’re just another person with an opinion.”*

This highlighted the growing significance of **data-driven insights** in modern business environments.

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### Learning Insights:

Students were introduced to key analytical concepts and terminologies such as **Big Data**, **Deep Learning**, and **Business Intelligence**. The session also shed light on the importance of **statistical methods**, **programming skills**, and **data visualization** techniques in building effective analytical models.

The **case study on Auto Insurance Fraud Detection** illustrated:

- Identification of **fraudulent claim patterns**
- Use of **derived features** such as *Suspicious Claim Time*
- Application of **predictive modeling** using historical data
- The overall **impact of fraud** on the **insurance industry**, **customers**, and **policyholders**

The seminar concluded with an **interactive Q&A session**, where students discussed the real-world applications of AI and analytics in various business domains. The resource person also guided students on the **career prospects** and **skills required** in the field of data analytics and machine learning.

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### Faculty Members Accompanying the Students:

1. **Mrs .V . Radhika**, Head of the Department, BBA
  2. **Mrs. G. Swathi**, Lecturer in Statistics
  3. **Ms. A. Anusha**, Lecturer in Computer Science
  4. **Mrs. Y. Manasa**, Lecturer in Mathematics
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### Conclusion:

The **field visit to KL University (KLH GBS Campus)** proved to be a highly informative and enriching experience for the students. It successfully bridged the gap between academic learning and practical industry applications.

The session provided valuable insights into how **AI, ML, and Data Science** are transforming business analytics and fraud detection. Students gained a deeper understanding of how **data-driven technologies** are reshaping industries, promoting efficiency, and ensuring transparency.

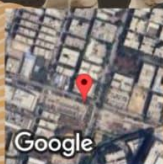
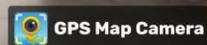
Overall, the visit was a great success, inspiring students to enhance their **analytical thinking**, **technical skills**, and **career readiness** in the evolving data-driven world.





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