## WORKSHOP ON
## BUSINESS INTELLIGENCE AND ANALYTICS

A workshop was organized for the I & II Year students of M. Com. on the 31st of March, 2022 between 9 am and 11 am on the topic "Business Intelligence and Analytics", by the course faculty Dr. Remigius Mary at L.S Hall. The resource person Mr. Antony Aristotle Savari, Data Analytics Director, Visual BI Solution, an Atos company delivered his valuable inputs on that occasion.

The program began with a prayer song after which Dr. Remigius Mary explained about the dynamics of the workshop and introduced the topic of the day. She highlighted how this type of orientation and workshop would support the students to get prepared for the future job market.

The resource person threw light on the importance of data and it is being practised as a useful tool in the domains of Business Intelligence, Data Analytics, Internet of Things (IoT), Artificial Intelligence (AI) and Machine Learning (ML), Cloud Computing etc. He went on to explain how to translate raw data into lucid information for efficient movement and processing in the form of demographic, geographic and based on the time factor.

He shared some valid facts and figures –

- For every 18 hours, the world creates data as much as that has been created from the beginning of the universe till 2003.
- Over 90 percent of all the data in the world has been created in the past two years.
- In every minute, around 400 million emails are sent, 4.30 million likes in the Facebook and 3.20 million sharing through Twitter.
- In the year 2020, there were more than 50 billion smart connected devices in the world, collecting, analysing and sharing data.

He explained about -

- Types of data (Structured and Unstructured)
- Data evaluation (big data, web, CRM, ERP)
- Data generation (transactions, social data, machine data, IoT, business intelligence)
- Data analytics (Descriptive, Diagnostic, Predictive, Prescriptive)
- Facts and dimensions, operation dashboard (retail, services, sales EQ, guest, payroll, turnover, shrink, audit)

- Internet of Things (Heart Monitor implant, connected car, Smart watch, Smart speakers, Smart phones,)
- Data warehousing (Operational Systems / Transactional Systems, ETL, Staging, Data Marts, Cloud Computing)
- Types of cloud computing (Infrastructure as a service (IaaS), Platform as a service (PaaS), Software as a service (SaaS)

The workshop was well received by the participants.   After the Q & A session, the workshop ended with a vote of thanks proposed by  L. Ezekial Pious,  the class representative.