



DEPARTMENT OF COMMERCE (SHIFT-II)
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.

REPORT ON THE WEBINAR

“BUSINESS ANALYTICS – SIMPLIFY DATA TO AMPLIFY ITS VALUE”

26th August, 2021

Timing: 10.00 AM to 11.30 AM

Platform: Cisco WebEx (Virtual)

Meeting Link:

<https://loyolachennai.webex.com/loyolachennai/j.php?MTID=m65933f4de960afabea8914786ab69963>

No. of Participants: 182

Participation & Feedback Link:

<https://docs.google.com/spreadsheets/d/1tT1EuT9WVd0uEgH5cxUOFSFnoLKhEYEeg05lfvftZ2s/edit?usp=sharing>

Webinar Recording Link:

<https://drive.google.com/file/d/1M8H6i5jgTSlwI-RE2VYtovVtjdUz9qYy/view?usp=sharing>

About the Event:

The Department of Commerce (Shift -II) in association with ICFAI Business School, Bangalore conducted the webinar event - “Business Analytics – Simplify Data to Amplify its value” exclusively for the final year students of B.Com. giving clear information & insights about the potential of Business Analytics and its application in various industries. It extensively provided insights to the students helping them understand the requirements of pursuing a career in the field of business analytics.

The presentation by the resource person **Dr. Swetha Puneeth (Associate Professor, IBS Bangalore)** gave clear understanding about the dynamics of business analytics with view to help students understand the benefits of business analytics in day-to-day life. The resource person deliberated upon the following aspects during the webinar:

- Introduction to Business Analytics
- Evolution of Analytics



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- Development of various predictive models
- Application of Analytics in various industries
- Usage of Analytics during COVID-19 Pandemic
- Eligibility Criteria and related Entry-Level Job Openings
- Business Analytics and E-Commerce
- Technological Advancements

Dr. Swetha Puneeth outlined the fact that deriving business value from data is the most important skill in the field of business analytics. While there are several modes to collect & collate data, the art of deriving business value is the biggest challenge. But, with technological innovations, several apps have been developed to tackle this issue and add value to the collated data leveraging it for the greater use of the company.

The major takeaways from the webinar include:

Business Analytics not only revolves around data collection, but effective usage of the data for efficient functioning of business and making informed decisions for the growth of the company. Furthermore, using new age technologies like IoT, Machine Learning, Artificial Intelligence, Cybersecurity and automation plays a vital role in accelerating the journey of the modern customer relying upon digital platforms on a daily basis. In addition, the evolution of analytics from retrospective to a perspective model helps in understanding the entire picture of the collated data and leverage it in a manner as to accelerate growth of the business and industry to higher extents. Finally, the webinar clearly explains how to leverage business & consumer data to upsell products & services, and promote customer service resulting in better brand image, thereby decoding the ways of turning into a data-driven organization.

The webinar was organized by **Prof. Charles Jail Singh**, Assistant Professor, Department of Commerce (Shift – II).

Prof. S. Charles Jail Singh
Asst. Professor, Dept. of Commerce (Shift – II)

Dr S. Prasanna Kumar
Coordinator.



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INVITATION



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In collaboration with
ICFAI BUSINESS SCHOOL, BANGALORE

organizes a webinar On

**"BUSINESS ANALYTICS - SIMPLIFY DATA TO
AMPLIFY ITS VALUE"**

for B.Com. final year
Students

RESOURCE PERSON

Dr. Swetha Puneeth

Associate Professor, IBS Bangalore.

26. 08. 2021

10:00 AM

Join using the link below:

[https://us06web.zoom.us/j/86131278788?
pwd=WjdQUWtnaOVUNzB2NktUaXJBScjEyUT09](https://us06web.zoom.us/j/86131278788?pwd=WjdQUWtnaOVUNzB2NktUaXJBScjEyUT09)

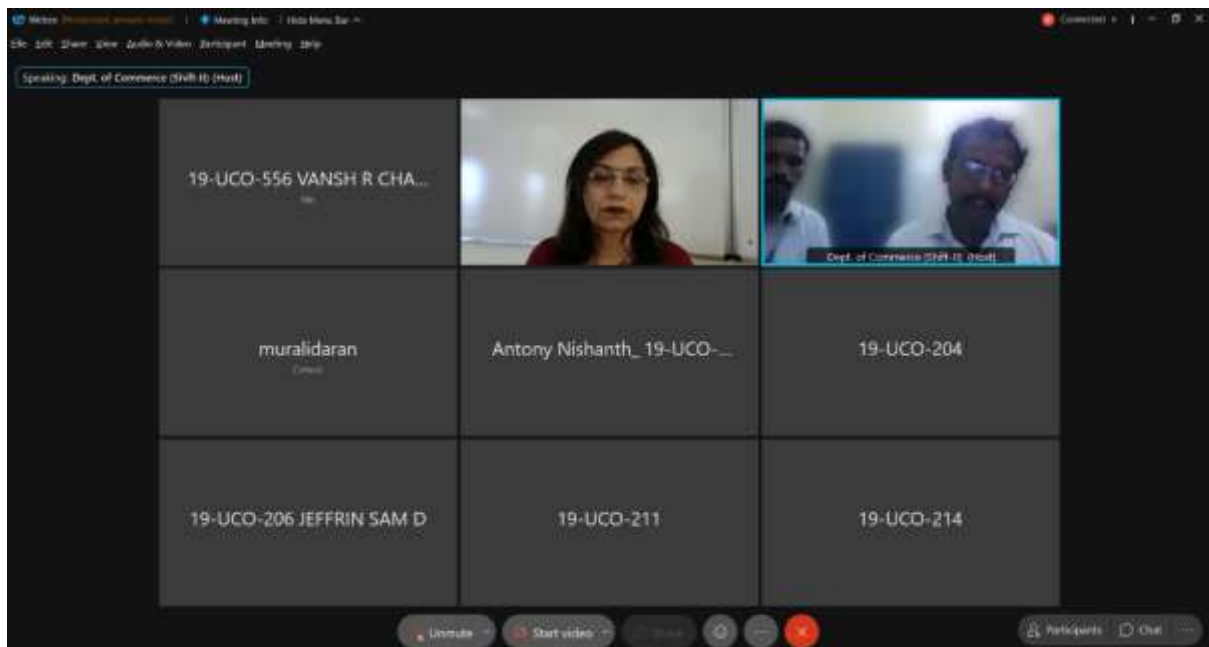
Registration Link:

<https://forms.office.com/r/WAlaQvi2yZ>



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SCREENSHOTS OF THE WEBINAR



Prayer Meet by Prof. Charles Jail Singh



Introduction by Dr. Swetha Puneeth – Resource Person



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The screenshot shows a Zoom meeting interface. The main content is a presentation slide titled "EVOLUTION OF ANALYTICS". The slide content is as follows:

Evolution of Analytics from the 1980's				
	DESCRIPTIVE ANALYTICS (Foundational)	DIAGNOSTIC ANALYTICS (Operational)	PREDICTIVE ANALYTICS (Insightful)	PRESCRIPTIVE ANALYTICS (Strategic)
Question	1. What happened in the past?	2. What is happening now?	3. Why did it happen and what are the relationships?	4. What will happen in the future?
Process Focus	Reporting	Monitoring, Exceptional Analysis, Root Cause, Cause and Effect & Cluster Analysis	Forecasting, Probability Assessment, Risk Management, Predictions	Scenario Based Planning, Strategy Implementation & Evaluation, Action Optimization
Tools & Techniques	Static & Interactive Reports	Dashboards, Performance Scorecards	Data Mining, Modeling Statistics, Query Tools, Spreadsheets, OLAP Tools, Decision Trees	What-if Analysis, Machine Learning, Predictive Modeling, Neural Networks, Data Visualization
	Retrospective		Prospective	

Presentation by Dr. Swetha Puneeth – Resource Person

The screenshot shows a Zoom meeting interface. The main content is a presentation slide titled "BUSINESS ANALYTICS". The slide content is as follows:

BUSINESS ANALYTICS

Business Analytics is the process of collating, sorting, processing, and studying business data, and using statistical models and iterative methodologies to transform data into business insight.

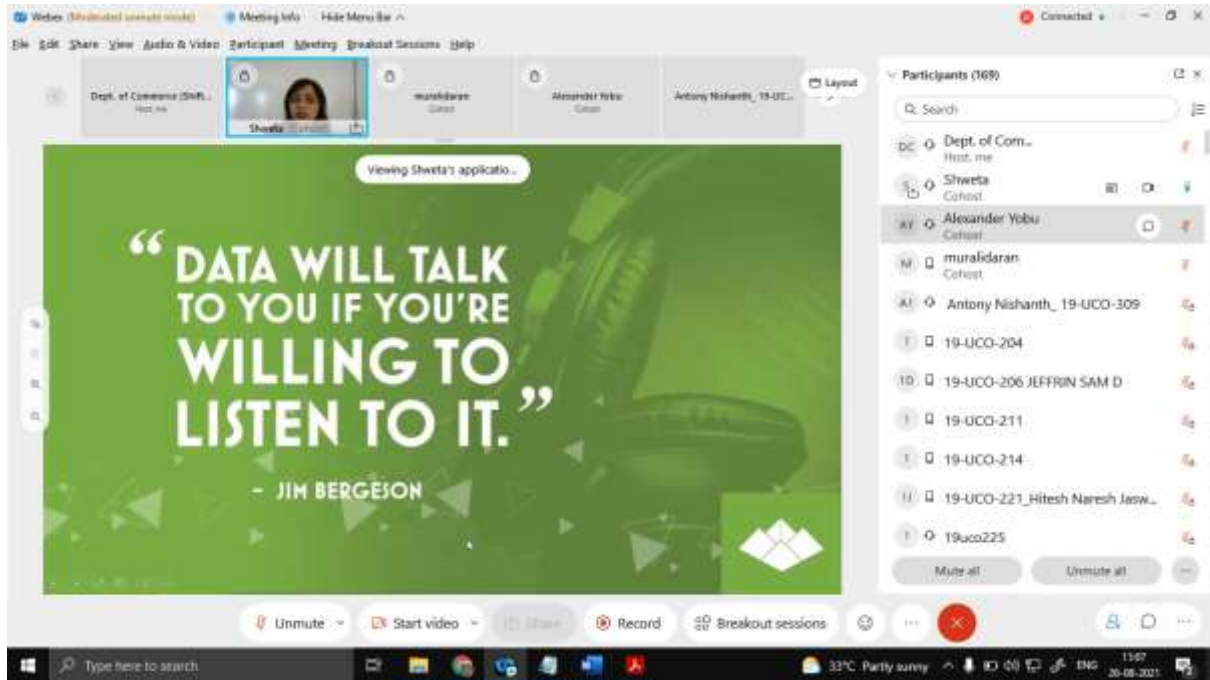
1. This all are combined to provide decision makers all the possible scenarios to make a well thought and researched/informed decision.
2. The computer-based model ensures that decision makers can see performance of decision under various scenarios.

"What gets measured gets managed " : Peter Drucker

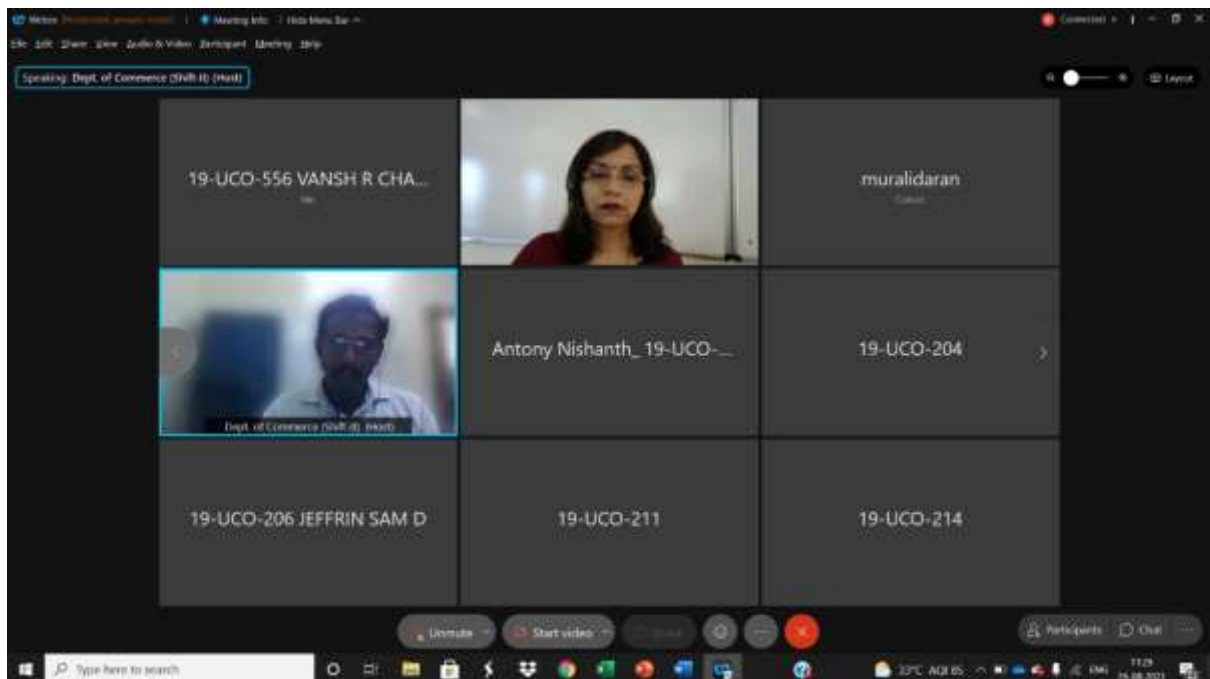
Presentation by Dr. Swetha Puneeth – Resource Person



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Presentation by Dr. Swetha Puneeth – Resource Person



Vote of Thanks by Prof. Charles Jail Singh