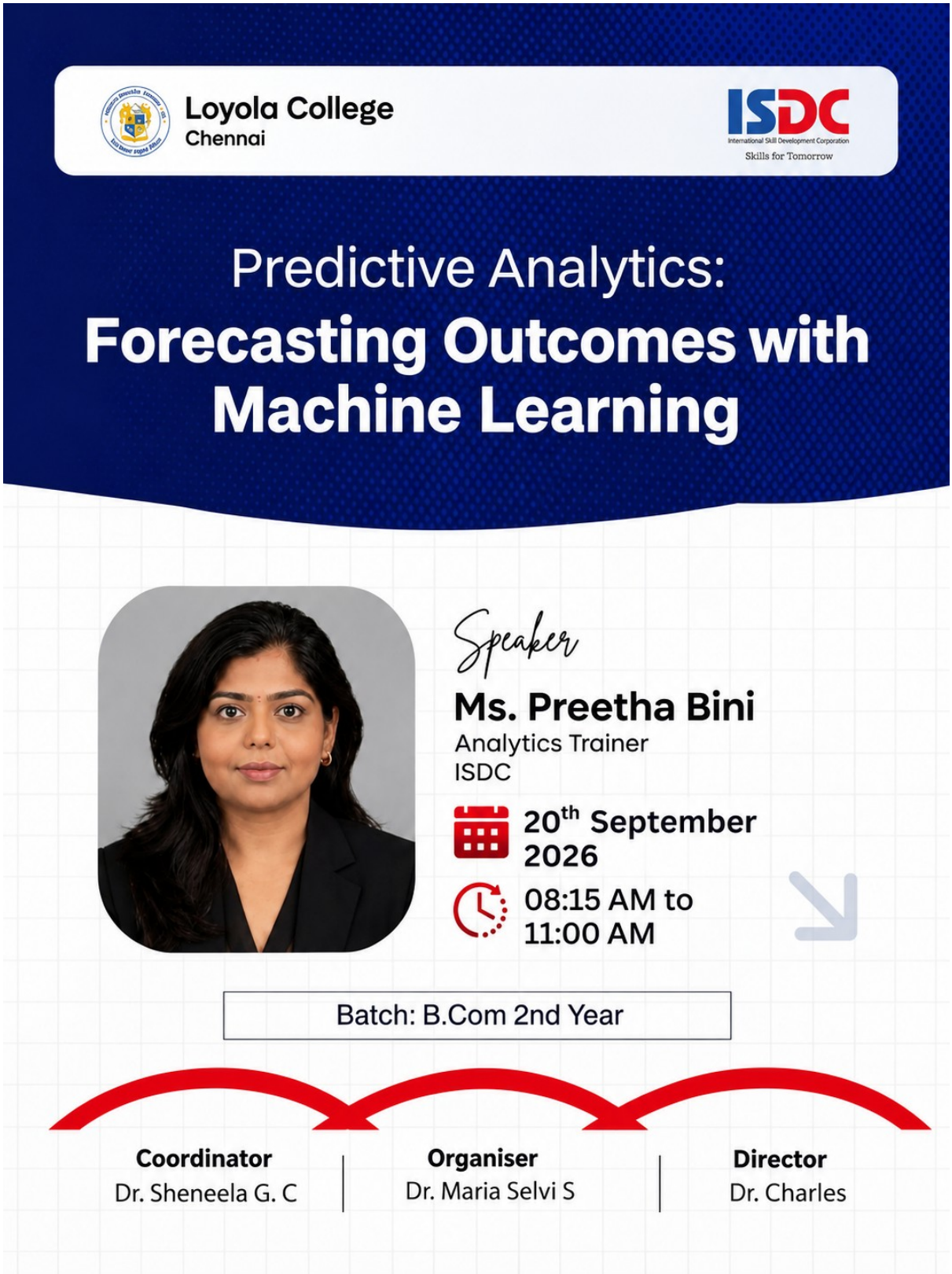


LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF B.COM COMPUTER APPLICATIONS

PREDICTIVE ANALYTICS: FORECASTING OUTCOMES WITH MACHINE LEARNING

Date: 20th September 2026 Time: 08:15 AM - 11:00 AM

Speaker: Ms. Preetha Bini, Analytics Trainer, ISDC

Participants: B.Com 2nd Year

Director: Dr. J. A. Charles Coordinator: Dr. Sheneela G C

President: Prof. A. Delphine Valarina Vice President: Prof. Immaculate Cynthia A

Asst. Prof : Dr. Maria Selvi S

OBJECTIVES OF THE SESSION

The session on “Predictive Analytics: Forecasting Outcomes with Machine Learning” was organized to introduce students to predictive analytics and its role in using historical data to support the forecasting of future outcomes. The programme aimed to provide students with an understanding of how machine learning can be applied to analytical problems and to strengthen their awareness of data-driven decision-making in contemporary business environments.

The session specifically aimed to:

- Introduce students to the concept and importance of predictive analytics.
- Help students understand how historical and existing data can be used to support forecasting and prediction.
- Provide an introductory understanding of the role of machine learning in predictive analytics.
- Develop awareness of data-driven decision-making and its relevance to modern organizations.
- Help students understand the broad stages involved in analytical and predictive problem-solving.
- Encourage students to develop analytical thinking and an interest in machine-learning applications.
- Connect analytics and machine learning with practical business and professional contexts.
- Strengthen awareness of emerging analytical skills relevant to future careers.

ABOUT THE SESSION

The Department, in association with ISDC, organized a session titled “Predictive Analytics: Forecasting Outcomes with Machine Learning” on 20th September 2026 from 08:15 AM to 11:00 AM for B.Com 2nd Year students. The session was conducted by Ms. Preetha Bini, Analytics Trainer, ISDC.

The session introduced students to Predictive Analytics, which focuses on using available data and analytical techniques to support the forecasting of possible future outcomes. The topic provided an important connection between data analysis, business decision-making, and emerging machine-learning practices.

Students were introduced to the idea that historical data can contain patterns and relationships useful when organizations seek to understand possible future outcomes. This encouraged students to think beyond simply describing past information and consider how analytical techniques can support forward-looking decisions.



The role of Machine Learning in predictive analytics formed an important part of the session. Students were encouraged to understand machine learning as a technology-enabled approach through which systems can learn patterns from data and use those patterns as part of predictive tasks.

The session also encouraged students to appreciate the importance of data quality, logical thinking, and interpretation in analytical work. Predictive analytics is not simply about producing a prediction; it also involves understanding the data, identifying relevant patterns, interpreting outputs carefully, and considering the context in which results may be used.

From a commerce perspective, the topic has strong academic relevance because businesses increasingly rely on data to support planning and decision-making. Exposure to predictive analytics can help commerce students understand how analytical capabilities may complement finance, marketing, operations, customer behaviour, and other business functions.

The session provided an opportunity for students to learn from Ms. Preetha Bini, Analytics Trainer, ISDC, strengthening their exposure to an external professional training perspective.

The programme reflected the Department's continued effort to expose students to contemporary technology and analytics topics and encouraged students to remain aware of developments increasingly relevant to business and professional environments.

The session supported the Department's focus on adapting student learning to emerging technologies and professional requirements and encouraged further interest in predictive analytics, machine learning, forecasting, and data-driven decision-making.

OUTCOMES OF THE SESSION

The programme contributed to the students' academic, analytical, technological, and professional development. The key outcomes included:

- Students gained an introductory understanding of predictive analytics.
- Students understood the broad purpose of forecasting outcomes using data.
- Students developed awareness of the role of machine learning in predictive tasks.
- Students gained a clearer understanding of the relationship between historical data, patterns, analysis, and future-oriented decision-making.
- Students became more aware of data-driven approaches in business environments.
- Students developed greater interest in analytics and machine-learning applications.
- Students strengthened analytical and forward-looking thinking.
- Students gained exposure to an external analytics trainer and contemporary professional practices.
- The session encouraged students to explore further learning in predictive analytics, machine learning, and data-driven business applications.

OVERALL ASSESSMENT

The programme served as a meaningful academic and industry-oriented initiative of the Department of B.Com (Computer Applications). By bringing contemporary analytics themes and external professional perspectives into the academic environment, the session complemented classroom learning and encouraged students to develop relevant knowledge, analytical awareness, adaptability, and career-oriented skills. The initiative reflected the Department's continued emphasis on quality education, industry exposure, student-centred learning, and preparation for the changing requirements of higher education and professional life.

Co-Ordinator Of B.Com (CA)

Dr Sheneela G C