



# ST FRANCIS DE SALES COLLEGE

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**A FRANSALIAN INSTITUTE OF HIGHER LEARNING**

## DEPARTMENT OF BUSINESS ADMINISTRATION TWO DAY WORKSHOP ON BUSINESS ANALYTICS

<b>Title</b>	BUSINESS ANALYTICS
<b>Date of Event(s)</b>	20 <sup>th</sup> & 21 <sup>st</sup> MAY 2021
<b>Time</b>	3:00pm to 5:00pm
<b>Department / Association</b>	DEPARTMENT OF BUSINESS ADMINISTRATION in collaboration WITH RESEARCH & IP CELL
<b>Mode/Platform</b>	ONLINE/GOOGLE MEET <a href="https://meet.google.com/smb-pcrh-yww">https://meet.google.com/smb-pcrh-yww</a>
<b>Number of participants</b>	85

<b>Resource Person(s) with qualification</b>	Dr V Krishnamoorthy, MBA, M.Com, Ph.D Professor & Head, Management studies Kongu Business School, Kongu Engineering College, Tamilnadu krishnamoorthy@kongu.ac.in Dr.R.Somasundaram, BE(Agri.Engg),ME(Industrial Engg),PGDM, Ph.D(Operations) Professor & Head, Management studies Kongu Business School, Kongu Engineering College, Tamilnadu rssundhar.mba@kongu.edu
<b>Books (if published)</b>	1. Total quality management 2. Economics & Management for Engineers

A two day workshop on Business Analytics was conducted by Department of Business Administration in association with Research & IP Cell, St. Francis de sales college on 20 & 21 May 2021. The workshop was intended to make the participants understand the recent development in management in the field of Business Analytics. The workshop was conducted for academicians, research scholar and students. The workshop focused on the following aspects:

- Applications of Analytics in Business
- Business Analytics in various field
- Data for Business Analytics
- Decision models in competitive world

All these concepts and contents were explained with many real time example and illustrations.

Electronics City P.O., Bengaluru - 560 100  
Tel.: 080-27836065 / 27834611, Fax: 080-27832299, Email: principal@sfscollge.in  
www.sfscollge.in





## **Day One: 20-05-2021**

### **Inaugural session**

The two day workshop started with a short inaugural session. The inaugural session commenced at 3.00 pm. Prof. Victoria Reena gave a brief introduction about the workshop and started the session with a short prayer, followed by welcome speech and introduction of the resource person Dr V Krishnamoorthy, Professor Management studies, Kongu School of Business, Tamilnadu.

### **Technical session 1 (3.15pm- 5.00pm): Application of analytics in business – An overview**

Dr. V Krishnamoorthy took over the session. The resource person gave a detailed introduction to business analytics. This session dealt with application of business analytics, analytics in business with respect to marketing, finance and human resource. The session also covered classification of business analytics, trends in business analytics and its future scope.. At the end of the session, Prof. Mangayarkarasi, Head, Department of Business Administrative thanked Dr. V Krishnamoorthy.

## **Day 2: 21-05-2021**

### **Technical session 2 (3.00pm to 5.00pm): Analytics for Business decisions in a competitive environment**

The second day of the workshop started with the technical session 2. **Dr.R.Somasundaram**, Professor & Head, Management studies, Kongu School of Business, Tamilnadu was the resource person for the session. The resource person was welcomed and introduced by Prof Victoria Reena. This session covered the evolution & scope of business analytics, data for business analytics and decision models in competitive world. By taking a sales and purchasing transaction database file in excel sheet, the resource person explained how the data has to be collected with various measurement scale. He came up with good case studies where he explained by taking PLE & Pure Veg ltd with descriptive analytics, then send semester marks with predictive analytics and Cool Fan ltd with prescriptive analytics to for effective analysis and decision making.





Both the sessions was highly educative and informative and the participants shared their suggestions to conduct such workshops in the future. At the end of the session, Prof. Geetha PS, Coordinator, Department of Business Administrative thanked Dr.R.Somasundaram.

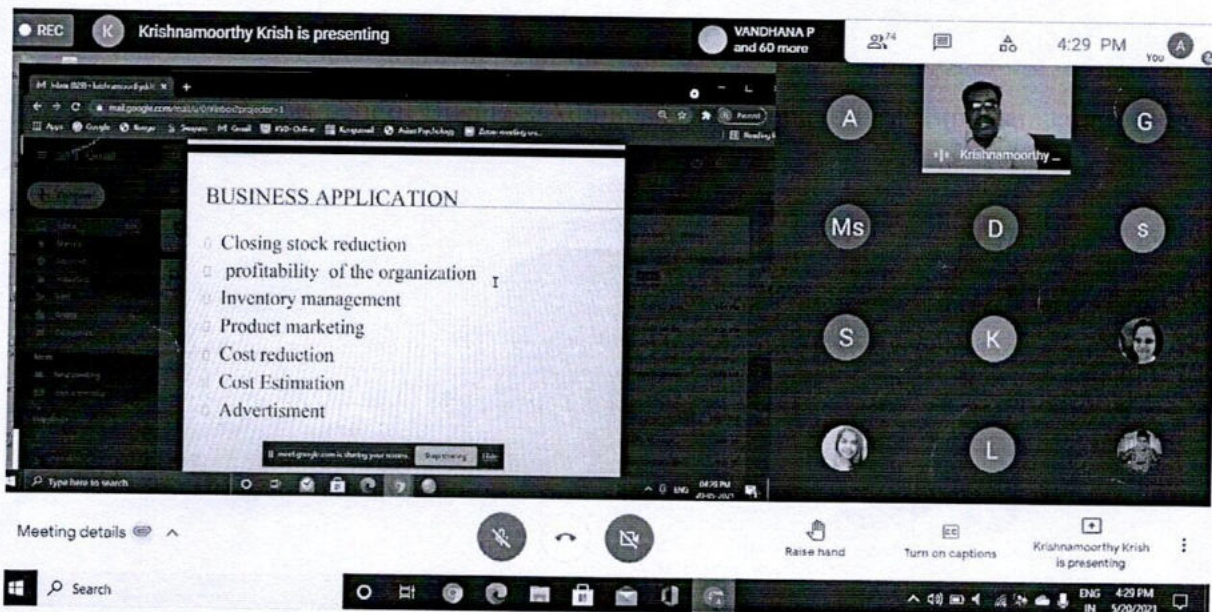
Recorded video of the session:  
<https://drive.google.com/file/d/1LwJ3UG4Cnm-HGpiwUnhPpcHxGylZVRMC/view?ts=60acb858>

<https://drive.google.com/file/d/1FkrIxBHlqjcpOnQHQv-FguwdR1dZWcG/view?ts=60acb796>

Link supporting outcome of the session

(Registration form): <https://forms.gle/9Dh1hdKXjGDLLQQL9>

(Feedback form): <https://forms.gle/g7RBVXjE7kzmqLeE6>





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REC Krishnamoorthy Krish is presenting Anita P John and 60 more 4:40 PM

meet.google.com/vmb-pch-ywer

REC You are presenting ANUSHA NAK and 75 more 4:40 PM

Meeting details Meeting details

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REC SOMASUNDARAM R. MBA is presenting Saracha U and 36 more 3:05 PM

Agenda

- › What is Business Analytics?
- › Evolution of Business Analytics
- › Scope of Business Analytics
- › Data for Business Analytics
- › Decision Models in competitive world

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REC SOMASUNDARAM R. MBA is presenting Anita P John and 45 more 3:21 PM

Classification of Business Analytics

- › Descriptive analytics (DA)
  - uses data to understand past and present [prepares and analyzes historical data; identifying patterns from samples]
- › Predictive analytics (PA)
  - analyzes past performance
  - predict future
  - exploring relationship in data, which may not visible directly by DA.
- › Prescriptive analytics
  - uses optimization techniques [determining new ways to evaluate, target business objectives with balancing possible constraints] (Source: Evans)

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**PRINCIPAL**  
**St. Francis de Sales College**  
 Electronics City Post, Bangalore - 560 100.

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**COORDINATOR**  
**Research Cell**  
**St. Francis de Sales College**  
 Bengaluru - 560100