



# ST FRANCIS DE SALES COLLEGE

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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

DEPARTMENT OF BUSINESS ADMINISTRATION

## A REPORT OF TWO DAY WORKSHOP

Title	BUSINESS ANALYTICS
Date of Event(s)	20 <sup>th</sup> & 21 <sup>st</sup> MAY 2021
Time of Event	3.00 PM to 5.00 PM
Department / Association	DEPARTMENT OF BUSINESS ADMINISTRATION in collaboration WITH RESEARCH & IP CELL
Mode/Platform	ONLINE/GOOGLE MEET <a href="https://meet.google.com/smb-pcrh-ywv">https://meet.google.com/smb-pcrh-ywv</a>
Number of Participants	85

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

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<sup>th</sup> & 21<sup>st</sup> 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

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

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

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**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 end 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/1FkrIxHlqjprOnQHQv-FguwR1dZWcG/view?ts=60acb796>

Link supporting outcome of the session

(Registration form): <https://forms.gle/9Dh1hdKXjGDLLOQL9>

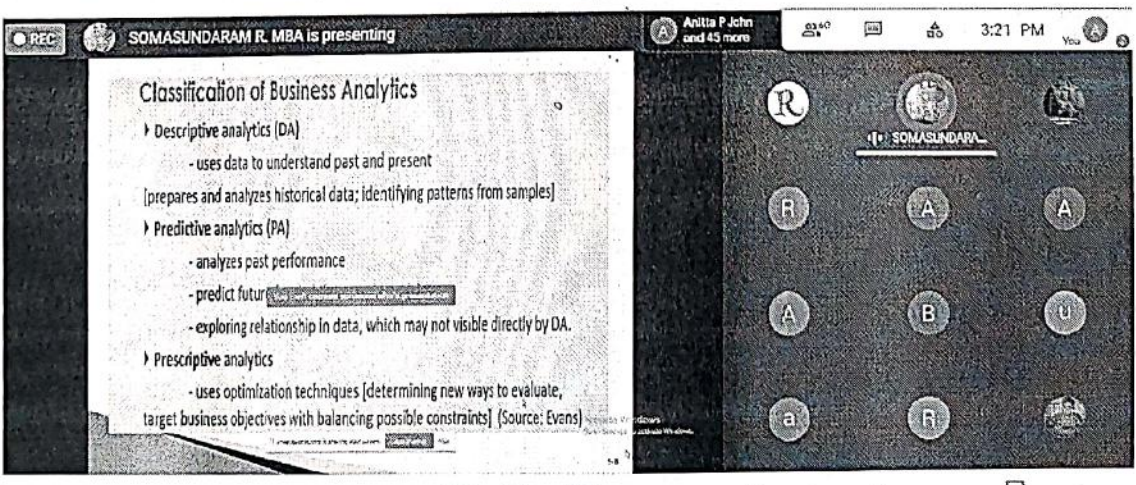
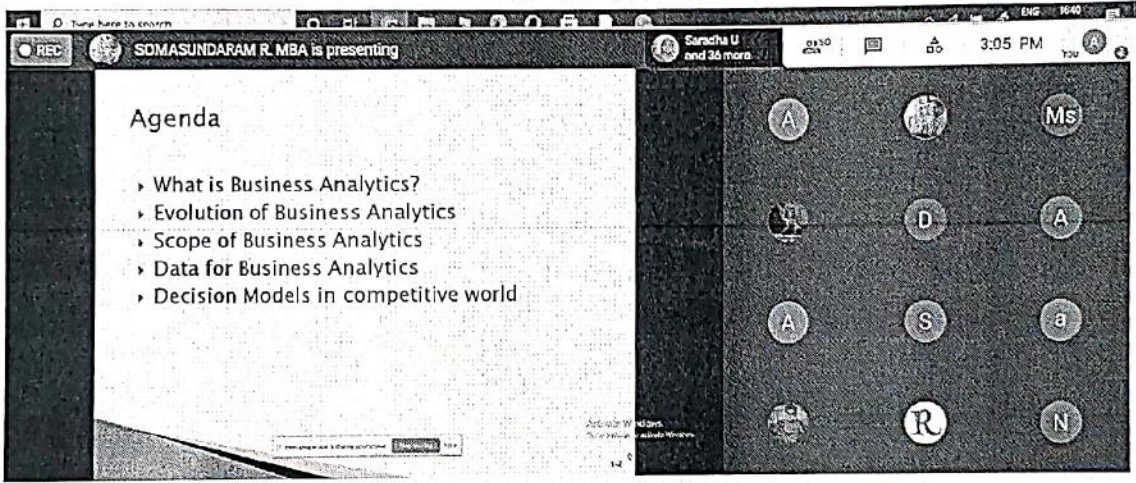
(Feedback form): <https://forms.gle/g7RBVXjE7kzmqLeE6>

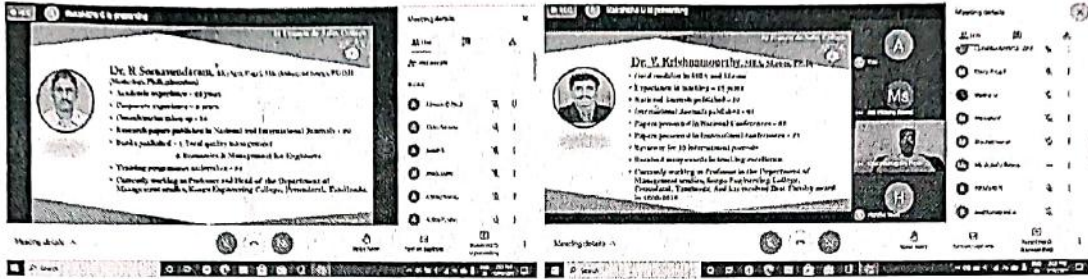
The screenshot displays a Zoom meeting in progress. The main window shows a presentation slide with the following content:

**BUSINESS APPLICATION**

- ☐ Closing stock reduction
- ☐ profitability of the organization
- ☐ Inventory management
- ☐ Product marketing
- ☐ Cost reduction
- ☐ Cost Estimation
- ☐ Advertisement

The meeting interface includes a top bar with 'REC', 'Krishnamoorthy Krish is presenting', and 'VANDHANA P and 60 more'. The bottom bar shows meeting controls like 'Raise hand', 'Turn on captions', and 'Krishnamoorthy Krish is presenting'. The system tray at the bottom indicates the time as 4:29 PM on 5/20/2021.





*Rajeev*

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

*[Signature]*

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



**ST. FRANCIS DE SALES COLLEGE  
BENGALURU - 560100**

**Two Day  
National  
Level  
Workshop  
on Business  
Analytics**

**DATE : 20<sup>TH</sup> & 21<sup>ST</sup> MAY 2021  
TIME : 3:00 PM – 5:00 PM**



**↑ TO REGISTER SCAN QR CODE**

**DAY - 1**

**APPLICATION OF ANALYTICS IN BUSINESS  
- AN OVERVIEW**



**Dr V Krishnamoorthy**  
(Prof., Department of Management studies,  
Kongu business school, Kongu Engineering  
college, Erode Tamilnadu)

**DAY - 2**

**ANALYTICS FOR BUSINESS DECISIONS  
IN A COMPETITIVE ENVIRONMENT**



**Dr R Somasundaram**  
(Prof. & Head, Department of Management  
studies, Kongu Business school, Kongu  
Engineering college, Erode Tamilnadu)

**Organized by  
RESEARCH & IP CELL  
IN COLLABORATION WITH  
DEPARTMENT OF BUSINESS  
ADMINISTRATION**

**PARTICIPANTS : ACADEMICIANS & STUDENTS  
(UG & PG)**

