

CAMP EDUCATION SOCIETY'S

RASIKLAL M DHARIWAL'S INSTITUTE OF MANAGEMENT

One Day Workshop on “Business Analytics”

Date: February 8, 2020

Camp Education Society's Rasiklal M. Dhariwal Institute of Management conducts various activities for the overall development of students. One of the activities conducted to increase the knowledge horizon of students, workshop on “Business Analytics” was conducted by the institutes BSD section on 8th February 2020 in association with Savitribai Phule Pune University (BSD) Department. The workshop received a massive response from various institutes of PCMC area and around 100 students and faculty members attended the workshop.

The basic objective of the workshop was to make the students aware about the opportunities in the emerging area of business analytics. The sessions were focussed on basic concepts in Business Analytics, DATA Science and Business Intelligence, applications of Business Analytics in multiple business domains and scenarios. The workshop was a step towards developing a thought process in the participants to think like a data scientist / business analyst.

The session began with the felicitation of the Chief Guest, Mr. Amol Charegaonkar (Principal Consultant and Trainer, Expert in HR Analytics & survey Research) by our Director, Dr. Bharat P. Kasar. He delivered a session on the topic “Applications of Business Analytics”. The whole session was about role of analytics in business and how strategic decision are taken using it to run the business more efficiently. In the first half, resource person presented the application of analytics through videos & presentation. During the second half, the resource person shared the opportunities and bright career prospects in the area of business analytics. Students and faculty members got opportunity to clear their doubts regarding ‘Business Analytics’ during this session.

The participants well appreciated the workshop and shared the usefulness through their feedback.

