

e-Buzz

What's buzzing?

BUSINESS ANALYTICS TEACHING LAB

ABOUT

The lab aims to provide students with knowledge and skills that empower them in tackling business problems using appropriate data analytics. This will include understanding of corporate challenges with big data, breaking them into appropriate objectives for relevant business insights. The methodology will include training students with software skills in R & Python.

OBJECTIVES

Able to address the business needs for effective decision making using statistical inference.
Develop a business problem-solving orientation. Be able to appreciate, distinguish and judiciously use software tools for Analytical processing of data. Participate in workshops on related topics of interest. Work on company mini projects along with a company mentor.

DEVELOPMENTS WITHIN THE LAB

- **R-WORKSHOP- "R-SOFTWARE FOR BUSINESS MANAGEMENT"**

The R- Workshop "R-Software for Business Management", was conducted under Business Analytics Lab by Dr. Dhaval Mehta, who has a teaching experience of 14 years. He has conducted various Faculty Development Program on Data Analytics using SPSS, AMOS, E-view, R Software, etc. The workshop was a great learning experience for the students, it enhanced their knowledge about the R-Software and its application in day-to-day business activities.



- **BENNETT COLEMAN AND CO. LTD**

We have collaborated with the Mr. Subodh Kumar, Gujarat Head of Bennett Coleman and Co. Ltd (The TIMES Group) for projects, that will enhance the student's knowledge in analyzing raw data and gain insights regarding readership and help to widen horizons of Print and Digital medium.

- **I-Ware Pvt. Ltd.**

Under Business Analytics Lab, we have collaborated with I-Ware Pvt. Ltd. for projects, in the Operations and Logistics field. These projects will give students a platform to get fulsome insights on Exploratory Research on the Raw Data and its further analysis, that can be useful in governing the time aspect relating to the logistics of a consignment. Students will also get to learn the Use of Raw data to gain insights regarding the efficiency of rakes performance and help in gaps identification.

- **UPCOMING EVENTS:**

- Python Workshop- "Python Software for Business Management" is going to be conducted in the month of January.
- A half day Finance and Investment workshop for students by MarketSmith India on CHART PATTERNS as a part of understanding the technical analysis. To be organized by Dr. Narayan Baser.

THE TEAM

PGP 18

AASHUTOSH CHANDRA
ANKIT TRIPATHI
MILAP PARMAR
KANAN RAVAL
SUPRATIK CHAKRABORTY
KETKI SHARMA
ISHITA BHAYANI
JAYMIN SONI
CHARU JAIN

SHOBHIT TANDON
PARTH SHAH
NEHA KOTAK
MANAN JOSHI
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MANAYTA AASHRA
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PGP 17

MANTHAN DOSHI
PRIYANSHI SHAH
SAHIL BHANDARI
RAJ MISTRY
PRITESH WANI

VISIT US AT:

<http://spm.pdpu.ac.in/BusinessAnalyticsTeach-lab.html>

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