

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

• MARKSTRAT 7 SIMULATION GAME

The Management Simulation course conducted in the Business Analytics Teaching Lab by Dr. Tanushri Banerjee, takes the MBA (General Management Programme) 2nd Year students through a Strategic Management and Marketing decision making experiential learning exercise using the software Platform Markstrat 7 by StratX Simulation. Markstrat was founded by Jean-Claude Larréché, an INSEAD Professor which is currently used as a teaching platform in 500 universities and business schools by top professors from 70 countries from across the globe. In the Markstrat world, teams have just been recruited by a large corporation to manage the marketing department of one of its divisions. They competed with several other firms to market two types of Electronic Durable goods to consumers.



• SIMFORM WORKSHOP

Business Analytics team, under the guidance of Mr. Kunal Lalwani, arranged a Workshop on Digital Marketing, which was conducted by Simform Solutions, a budding digital Marketing firm. They provide various services like Digital Marketing Services (SEO, Content Marketing, Email Marketing), IOT service, App Development, Cloud Service, etc. for various verticals of the industry. An interactive workshop was conducted by them in which they touched upon the topics of Influential Marketing, Simform Work-culture, Cloud Computing and brushed upon various Marketing theories; on how they go in synergy with the company's day to day operations.



• 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.

• UPCOMING EVENTS:

- R Workshop- "R Software for Business Management" will be conducted on 13th to 15th December 2018.

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
JILL SHAH
SIDDHARTH SHIYANI
MANAYTA AASHRA
DHRUVI MASHRUWALA

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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Buzz Creators

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