ACTIVITY REPORT

Name of the activity	BUSINESS ANALYTICS FOUNDATION	Date	13th Match-18th March, 2023
Name of the Moderator	Dr. Amandeep Singh	Time	9:00 AM- 4:45 PM
Name of the Resource Person	Mr. Amit KumarMr. Pranab Das	Mode	Offline Class
Nature of the activity	Value Added Course	Program& Batch	MBA (Marketing) 2022
Number of students participated	50	Academic Session	2022-2023

About the Activity: The course, offered in collaboration with KPMG, serves as an introduction to MBA students, focusing on transforming them into proficient data analytics experts. The course utilizes an integrated blended learning approach, providing students with comprehensive knowledge and skills in data analysis. Through the course, students will learn the latest tools and techniques in analytics, including Ms Excel, Tableau, and Power Bi. The primary objective of the course is to equip students with the necessary competencies in data analysis, such as understanding different types of data, various analysis methods, and commonly used terms in data analysis. Students will also delve into data wrangling and cleansing using MS Excel, alongside exploring the importance of data quality and business statistics for effective decision-making. Furthermore, the course emphasizes the significance of data visualization through the use of interactive dashboards and storytelling techniques in Tableau and Power Bi. By the course's conclusion, students will possess an advanced level of awareness and proficiency in applying these analytical tools and approaches.

Aligned Activity Outcomes with Objectives:

Activity Objectives	Activity Outcomes
1. To enable learners to develop knowledge andskills in current and emerging areas of Business analytics.	Engage in continuous reflective learning in the contextof technology and Business advancement.
2. To critically assess and evaluate business andtechnical strategies for data analytics.	Identify the need and scope of the Interdisciplinaryresearch.
3. To demonstrate expert knowledge of dataanalysis, statistics, tools, techniques and technologies of data analytics.	Enhance business culture and uphold the managementintegrity and objectivity.
4. To develop project-management, critical-thinking, problem-solving and decision making skills	Enhance disciplinary competency, employability andleadership skills

GLIMPSES OF THE ACTIVITY

Session on Data wrangling and cleansing using MSExcel.