# A
# REPORT
# ON

## "Expert Talk on Leveraging Business Analytics for Smarter Decisions"



# HELD ON

# 21st February 2025

# ORGANIZED

# BY

## Department of Management Studies and Research Centre

# K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**#15, Near Vajarahalli, Mallasandra,Kanakapura Road, Bengaluru-560109**

**Report of Expert Talk organised by**
**Department of Management Studies and Research Centre**
**on 21-02-2025, Academic Year: 2024-25**

**BRIEF SUMMARY OF PROGRAM:** The Department of Management Studies and Research Centre, KS School of Engineering and Management organized Expert Talk on "Leveraging Business Analytics for Smarter Decisions". The Expert Talk was attended by 50 participants, including faculty members and 3rd Semester MBA students.

The motto behind the Expert Talk was on Exploring the Role of Data in Decision Making, Showcasing Real-World Applications of Analytics and Identifying Business Areas That Benefit from Analytics.

**OBJECTIVES OF THE PROGRAM:**
1. Understanding the Basics of Business Analytics : To provide a foundational understanding of what business analytics is, in accordance with subjects such as Exploratory Data Analysis and software

2. Exploring the Role of Data in Decision Making: To highlight how data-driven insights can enhance business decision-making, leading to improved operational efficiency and competitive advantage.

3. Showcasing Real-World Applications of Analytics: To present case studies and examples of businesses successfully using analytics to solve problems, optimize performance, and innovate.

4. Identifying Business Areas That Benefit from Analytics: To discuss which aspects of business (e.g., marketing, operations, finance, HR) can be most impacted by analytics and the opportunities they provide.

**SPEAKER'S DETAILS:** Mr. Akshay R, Data Analyst, Grassroots Solutions and Services Pvt. Ltd. Mr. Akshay a renowned expert in the field of business analytics . He is a graduate of BE computer science from Gopalan college of engineering and management, and has completed MBA from CMR Institute of Management Studies, and Currently Working as A Data Analyst in Grass root solutions and services pvt ltd.

**REPORT:**

"The session commenced with a warm welcome to Mr. Akshay R, Data Analyst at Grassroots Solutions and Services Pvt. Ltd. The event began with an introduction to the speaker's expertise in business analytics and its real-world applications. The students were encouraged to participate actively and ask questions, making the session interactive and engaging."

KEY LEARNINGS

The session covered the fundamentals of data and data analysis, highlighting its significance. Data refers to information collected in various forms, while data analysis involves organizing and interpreting this information to facilitate better decision-making. The talk highlighted the commonly used tools for data analysis with a focus on Excel as a powerful application for managing and analysing data efficiently.

Key Excel concepts were explained, such as referencing or fixing cells using parameters in functions, along with aggregate functions like SUM, MIN, and MAX. Date functions were also covered, to handle date-related tasks. Logical functions such as IF, AND, and OR were discussed to apply conditions for better decision making within datasets. Advanced Excel functions like Lookups (VLOOKUP, HLOOKUP, and XLOOKUP), Pivot Tables for summarizing large datasets, SUMIF and COUNTIF functions were also explored to perform calculations based on specific conditions.

For instance, SUMIF and COUNTIF are useful functions for extracting specific information from large datasets. The SUMIF function was demonstrated to calculate the total salary of employees in a specific department from the dataset. Similarly, the COUNTIF function was used to determine the number of employees working in a particular region.

To encourage further learning, additional concepts like Conditional Formatting, Data Validation, INDEX & MATCH functions, text extraction using RIGHT, LEFT, and MID functions, and the FILTER function for dynamic data handling were suggested. The session concluded with hands-on practice, summarizing all the concepts covered.

**OUTCOMES OF THE PROGRAM:**
1. The session enhanced participants' understanding of data analysis and its significance in decision-making. They gained proficiency in Excel, learning key functions like SUM, MIN, MAX, IF, AND, OR, VLOOKUP, Pivot Tables, SUMIF, and COUNTIF for efficient data management.
2. Advanced concepts such as INDEX & MATCH, text functions, FILTER, Conditional Formatting, and Data Validation were introduced. Hands-on practice reinforced learning,

equipping participants with essential Excel skills for data analysis, improving accuracy, efficiency, and decision-making in real-world applications.

**PHOTOGRAPHS:**

**HOD Prof. Manjunatha S welcoming the Guest Mr. Akshay R**





**Mr. Akshay R sharing the knowledge on data visualisation:**

**Felicitation to the resource Person Mr. Akshay by Dr. Swamy D R, Director - MBA, KSSEM.**



| Social Media Links | |
|---|---|
| Instagram | https://www.instagram.com/p/DGS_g16yiv-/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA== |
| Facebook | https://www.facebook.com/share/p/1EJyPYsSvZ/ |

| S. No | Particulars | Details |
|---|---|---|
| 1 | Name of the resource person | Mr. Akshay R |
| 2 | Designation | Data Analyst, Grassroots Solutions and Services Pvt. Ltd |
| 3 | Contact Details - Mobile | 99021 83943 |
| 4 | Date of event(If more than 1 day, mention from and to date) | 21-2-2025 |
| 5 | Duration in mins | 10:45 – 12:45 Pm (120 mins) |
| 6 | Number of student participations | 46 |
| 7 | Number of faculty participations | 4 |
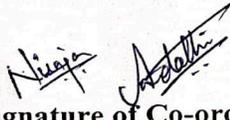
Signature of Co-ordinators
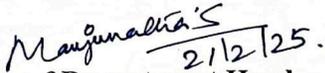
Signature of Department Head
2/2/25.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109