

Report on Data Analytics Workshop

School of Commerce and Management Studies, Jain University organized a workshop on “Data Analytics” for VI Semester B.Com students on 22 and 23 January 2015 in which 511 students had actively participated.

The session was on Data Analytics by Mr. Rajesh H R, Mr. Ismile and Mr. Srinivasa Rao. The session began with the introduction to the data analytics concept, stating its importance in all sectors and especially in business. Later, it was explained about the concept of business analytics and the need of data analytics concept in today’s world. This also included the technology used for business analytics.

Further the concepts of data and its types, the places where data is extensively used and maintained were explained effectively. After which the types of analytics was explained with the help of simple and more understandable graph. A detailed explanation of analytics in various fields of business like analytics in finance, analytics in marketing, and analytics in HRM etc. was also given.