



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
(A unit of Maharaja Agrasen Technical Education Society)

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SESSION “INTRODUCTION TO BUSINESS ANALYTICS”

February 22, 2019

Department of Business Administration, Maharaja Agrasen Institute of Management Studies organized a “Session on Introduction to Business Analytics” in Maharaja Agrasen Institute of Management Studies, New Delhi on 22nd February, 2019. The webinar focused on basics and introduction of business analytics. The session showed a turnout of 39 students. The main speaker invited for this expert session was Ms. Arpita Gupta, KPMG. The session was exceedingly informative and worthwhile for the students.

Ms. Arpita Gupta interacted with the students and elucidated them about the basics of business analytics. She described the different business analytics strategies used by professionals. She explained the growing importance of use of business analytics in the upcoming developing industries and how business analytics has become an enormous priority for many organizations. She further explained that since business analytics is based on data driven insights therefore there are different challenges that are faced in making sense of the recommendations produced by business analysis. She ended the session by describing the basic process involved in business analysis and the recent trends in the domain of business analysis.

On behalf of Maharaja Agrasen Institute of Management Studies, Ms. Riya Sharma, thanked Ms. Arpita Gupta for delivering an exceedingly informative expert session and sharing her expert guidance with the students. The expert session was extremely successful as it gave some enlightening learnings to the students and the students were delighted on being imparted with the immensely useful knowledge.

