



**JAIN**  
DEEMED-TO-BE UNIVERSITY

CMS  
BUSINESS  
SCHOOL

# Saransh

July 2024

Quarterly Newsletter

Volume 3 Issue 1

## Charting the Future

### The Rising Tide of Business Analytics



# World Environment Day

World Environment Day, celebrated annually on June 5th, is the United Nations' principal vehicle for encouraging worldwide awareness and action for the protection of our environment. Established in 1974, it has grown to become a global platform for public outreach, widely celebrated in over 100 countries. Each year, the event focuses on a pressing environmental issue, with themes ranging from pollution and biodiversity to sustainable consumption and climate change.

The day aims to engage governments, businesses, celebrities, and citizens to take collective responsibility for the planet's health. Through various activities such as tree planting, clean-up campaigns, and educational programs, World Environment Day inspires positive environmental actions and fosters a deeper understanding of the critical importance of preserving our natural world for future generations.



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## Data-Driven India: The Rise of Business Analytics in a Digital Era

The landscape of business analytics in India has undergone significant transformation in recent years, driven by advancements in technology, increased data availability, and the growing recognition of the importance of data-driven decision-making. From startups to large conglomerates, businesses across India are leveraging analytics to gain insights, optimize operations, and drive growth. The retail industry, for instance, has been an early adopter of business analytics, with companies like Reliance Retail and Flipkart using analytics to manage inventory, predict customer preferences, and personalize marketing efforts. This enables retailers to optimize stock levels and reduce both overstock and stockouts, thereby increasing sales and customer satisfaction.

In healthcare, analytics is transforming patient care and operational efficiency. Hospitals and healthcare providers use predictive analytics to anticipate patient needs, manage resources, and improve diagnostic accuracy. For example, Narayana Health employs data analytics to predict patient admission rates, enabling better resource allocation and reducing wait times. Similarly, financial institutions such as HDFC Bank and ICICI Bank leverage analytics for risk management, fraud detection, and customer segmentation. By analyzing transaction data, these banks can identify suspicious activities and mitigate fraud, while also offering tailored financial products based on customer behavior.

Manufacturing companies like Tata Steel utilize predictive analytics to enhance operational efficiency and product quality. Predictive maintenance models help forecast equipment failures, reducing downtime and maintenance costs. By analyzing production data, manufacturers can identify process inefficiencies and implement quality control measures, ensuring consistency and reducing defects.

The integration of advanced technologies like AI and machine learning is at the forefront of these developments, enabling businesses to process vast amounts of data and generate real-time insights. Machine learning models predict customer behavior, optimize supply chains, and automate decision-making processes, giving companies a competitive edge.

Big data analytics also plays a crucial role in processing and analyzing large datasets from multiple sources, such as social media, transaction records, and sensor data. Indian startups like Mu Sigma and Fractal Analytics lead in this domain, providing solutions that help businesses make data-driven decisions. Additionally, cloud computing has revolutionized the analytics landscape by offering scalable and cost-effective infrastructure. Cloud platforms like AWS, Azure, and Google Cloud provide robust analytics tools, enabling businesses to store, process, and analyze data efficiently.

The shift towards a data-driven culture is evident in many Indian organizations, with investments in data literacy programs to ensure employees understand and utilize data effectively. This cultural shift is essential for integrating analytics into business processes and fostering innovation. As the market for business analytics continues to grow, driven by government initiatives like Digital India and Make in India, the future looks promising with opportunities for further advancements and widespread adoption across various sectors.



**Dr. Syed Kazim**  
Editor

## Time for Leadership to 'Talk the Walk'

As Bill Taylor (2014), cofounder of Fast Company, mentions in a Harvard Business Review Article "One of the most ubiquitous aphorisms in business is that the best leaders understand the need to "walk the talk"—that is, their behavior and day-to-day actions have to match the aspirations they have for their colleagues and organization. But the more time I spend with game-changing innovators and high-performing companies, the more I appreciate the need for leaders to "talk the walk"—that is, to be able to explain, in a language that is unique to their field and compelling to their colleagues and customers, why what they do matters and how they expect to win." In the rapidly evolving landscape of Business, it is crucial for leaders to "talk the walk" - how they intend to achieve success and effectively communicating the value and vision of their initiatives to colleagues, stakeholders, and customers. Business analytics involves complex methodologies and sophisticated technologies for mining data and presenting actionable insights that can be challenging for non-technical stakeholders to understand, therefore Leaders need to translate these complexities into understandable and relatable terms. By doing so, they ensure that everyone involved, from the boardroom to the front line, comprehends the importance of data-driven initiatives and how they contribute to the overall business strategy. Effective communication from leaders fosters trust among stakeholders. When leaders can clearly explain the rationale behind data-driven decisions and the expected outcomes, they build credibility. This transparency helps in gaining the buy-in necessary to implement and sustain data initiatives. Colleagues and customers are more likely to support and engage with projects they understand and believe in, thought leadership is about thinking differently and inspiring others to do the same.

### How Leaders Can "Talk the Walk" Effectively?

Tailor the message to the audience's level of understanding and interests. For executives, focus on strategic outcomes and ROI; for customers, emphasize benefits, enhanced experiences, and emphasize on data integrity and accessibility. Stories about how data-driven decisions have led to tangible improvements can be particularly powerful. Translate technical jargon into simple analogies and narratives that resonate with the audience. Provide concrete examples of successful data initiatives within the organization or industry.

The ability for leaders to "talk the walk" in today's digital worlds is not just a nice-to-have but a necessity. It bridges the gap between complex technical processes and strategic business objectives, fosters trust, inspires innovation, and enhances competitive advantage. Ultimately, the most sustainable form of business leadership is thought leadership, and those who think differently about their business must also communicate differently, ensuring their vision and strategies resonate with all stakeholders.

Leaders who can communicate their vision effectively encourage a culture of innovation and continuous improvement. They challenge the status quo and inspire their teams to explore new possibilities, driving the business forward in novel and competitive ways. An important factor for leaders to realize is that alignment of business can be ensured by having robust systems to collect and store data seamlessly rather than making it a tiresome manual task, the way we gather information encourages people participation and this ensures that data projects are not seen as isolated technical tasks but as integral components of the business strategy.

Leaders who "talk the walk" effectively highlight what sets their business strategies apart from the competition. By showcasing unique insights and innovative solutions derived from analytics, they position their organization as a forward-thinking leader in the industry, attracting customers and talent alike.



**Dr. Praveen Gujjar**  
Associate Professor & Area Head  
Business Analytics

## CMS Business School Dynamics Achiever's Day 2024

With a profound sense of pride and jubilant hearts, CMS Business School, JAIN (Deemed-to-be University), celebrated Achiever's Day on 7th May 2024 at MLR Convention Centre for the graduating batch of 2022-24. The celebration was to acknowledge and reveal the exceptional contributions and success of the students that has defined the journey at CMS Business School. Dr. Dinesh Nilkant, Pro-Vice Chancellor, JAIN (Deemed-to-be University) and Dr. Harold Andrew Patrick, Dean of CMS Business School, addressed and congratulated the students for their efforts. The event was filled with inspiring speeches, heartfelt appreciations, and memorable moments that highlighted the students' hard work, dedication, and outstanding achievements throughout their academic journey.



**Alumni Meet 2024**

The Alumni Meet, held on June 1, 2024, was a resounding success, bringing together over 200 graduates from various batches. The event, hosted in the campus Seminar Hall-3, featured a series of engaging activities, including an address by the Honorable Chancellor, Vice-Chancellor, Pro-Vice Chancellor, and the sharing of thoughts by distinguished alumni. Attendees enjoyed reconnecting with former classmates, sharing professional experiences, and exploring opportunities for collaboration. The evening concluded with a high tea, fostering a spirit of camaraderie and nostalgia, and reinforcing the enduring bond between the alumni and their alma mater. The event was a testament to the vibrant and supportive alumni network that continues to thrive and grow.







### Workshop on Emergency Response Teams & First Aid & CPR

The Service-Learning Committee organized a workshop on Emergency Response Teams (ERT), First Aid, and CPR (Cardiopulmonary Resuscitation) on 13th March 2024. The objective of the workshop was to emphasize the responsibilities of ERT members and to ensure they are alert and active in case of any emergencies, especially on campus. Additionally, the workshop aimed to train participants in performing CPR. Mr. K.K. Cariapa, founder of The Beanpod, and Dr. Gopinath Deshi, an Emergency Physician, addressed the gathering. Activities and demonstrations were conducted to help participants understand what to expect in an emergency.

### One-day Training for Law Students at Dayanand Sagar School of Law

Dr. M. K. Lodi, Adjunct Faculty of GM Area conducted a one-day training session for students of law at Dayanand Sagar School of Law on Communication Skills on 16th April 2024. The training focused on verbal and non-verbal communication, body language and styles of communication, for Law students using law-related case study methodology of training. The session was well received and appreciated by both the students and faculty of the Law School. More than 50 students participated in the training.



### Dr. Syed Kazim Chaired a Paper Presentation Session at an International Conference

Dr. Syed Kazim, Associate Professor from the General Management Area, chaired a paper presentation session at the International Conference on Business and Technology (ICBTCAMBRIDGE'2024) on 19th and 20th April 2024. The international conference was hosted by Murray Edwards College, the University of Cambridge, UK. The international conference was organized in collaboration with EuroMid – Academy of Business and Technology.



### Faculty Corporate Meet by the OB & HR Area

The OB & HR Area of CMS Business School organized a Faculty Corporate Meet (FCM) on April 3rd, 2024. The objective of the FCM was to align the actual work roles with the corresponding academic curriculum. The FCM featured discussions on talent acquisition, which involves identifying, attracting, and hiring the right candidates to fill the organization's job positions. Ms. Pooja Rungta Agarwal, Associate Director of People Practice at Happiest Minds Technologies, was the resource person for the corporate meet. The event was highly insightful and fostered a deeper understanding between academia and industry practices.



### World Environment Day 2024

World Environment Day, celebrated annually on 5th June, serves as a pivotal reminder of our collective responsibility to protect the planet. This year CMS Business School celebrated this day with vigor and enthusiasm under the theme "Our Future, We Are Generation Restoration." The event began with Dr. Harold Andrew Patrick, Dean of CMS Business School, watering a plant. The guest for the event, Dr. Madhavi R, Professor at CMS Business School, JAIN (Deemed-to-be University), spoke about how we can adopt environmentally friendly practices on campus. More than 80 people participated in the event, which was organized by the Student Council and the Ethics and Sustainability Cell.





### Faculty Corporate Meet by the General Management Area

General Management Area organized a 'Faculty Corporate Meet' on April 8th 2024 on the theme Navigating Change: Resilience and Innovation in Modern Management Practices. The objective of the meet was to provide a platform for robust discussions on adapting to change, fostering resilience, and driving innovation in the realm of general management. The resource persons for the session were Mr. Krishnan Narayana, Sr. Vice President, ASM Technologies Ltd, Mr. Andre Peter, Advocate, Shardul Amarchand Mangaldas, Mr. Raveendranath Kaushik, Consultant, Raveendranath Kaushik & Associates and Mr. Sujitesh Das, Creator & Chief Executive Officer, Badgefree. 27 faculty members participated of the meet.

### Dr. Syed Kazim Delivered a Talk at the Aerospace & DeepTech Startup Summit

Dr. Syed Kazim, Associate Professor and Coordinator- Ethics and Sustainability Cell, CMS Business School, JAIN (Deemed-to-be University) delivered a talk on the topic 'Ethics for start-ups to sustain growth and performance'. The talk was delivered at the "Energizing Startups: Aerospace & DeepTech Startup Summit" on 25th April 2024 at CMS Business School. Various startup founders, experts from the industry, and students were part of the program. Around 100 people participated in the summit. The Summit was organized by JAIN Launchpad.



### Jain Entrance Test 2024 (Rounds 3 and 4)

To attract high-achieving students, CMS Business School, Jain (Deemed-to-be University), conducted the third round of JET 2024 admissions on May 10th and 11th, 2024, in various cities across India. The drive saw more than 700 applications from diverse academic backgrounds, including B.Tech, BE, BCA, BA, B.Com, and BBA. The fourth round on June 13th and 14th, 2024, also garnered significant interest, with more than 600 applications from a wide range of states and undergraduate programs. The high application numbers indicate strong interest of aspiring students in the B School. The selection process was held in Bengaluru, Coimbatore, Hyderabad, New Delhi, Guwahati, Kolkata, Pune, and Bhubaneswar.



### Faculty Development Program on Qualitative Research in Management

A comprehensive Five Days Faculty Development Program on "Qualitative Research in Management" was organized from 13th May to 17th May 2024. The FDP was augmented by the presence of a group of distinguished resource persons including Dr. Ganesh Prabhu, Chairperson of Strategy Area and Career Development Services at IIMB; Dr. Ganesh N. Prabhu and Prof. Gopal Naik, Professor, IIMB; Dr. Shailendra Kumar, Professor, IIMB; Prof. Sushanta Kumar Mishra, Professor, IIMB; Dr. Rejie George Pallathitta, Professor, IIMB; and Dr. Sachidananda Benegal, Professor, IIMB. 44 faculty members participated in the FDP.



### CESIM – Master Trainer Training Program

The CESIM Business Simulation Games master training program was conducted on June 27th, 28th, and 29th, 2024, for 20 faculty members. The program equipped the faculty of CMS Business School with cutting-edge tools and methodologies to enhance their teaching strategies for the upcoming academic year. The training covered a comprehensive range of topics, including the fundamentals of business simulations, the mechanics of CESIM games, and strategies for maximizing student engagement and learning outcomes. The experiential learning approach not only enriched the professors' understanding but also enabled them to create a dynamic and interactive classroom environment.



## Feather in the Cap

### Best Paper Awards

#### Title of the Paper

Navigating Hearts: Decoding Emotional Appeal & Influence on Gen Z Consumer Behavior in Social Media Advertising

#### Name of the Organizer

Symbiosis Institute of Business Management, Nagpur



**Dr. Syed Kazim**  
Associate Professor

#### Title of the Paper

Is CBDC-ABCD of Finance

#### Name of the Organizer

T. John's College



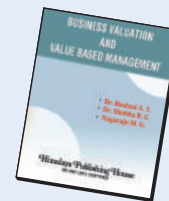
**Dr. Siresha Nanduri**  
Associate Professor

### Books Authored



#### Business Valuation and Value Based Management

Himalaya Publication House



**Dr. Rashmi Akshay Yadav**  
Assistant Professor



#### Compensation and Performance Management

Thakur Publication Pvt. Ltd.



**Dr. Lubna Ambreen**  
Associate Professor  
Programme Coordinator - ENVC



#### Agri and Rural Business Marketing

Taran Publication



**Dr. Dinesh Neelakanta Rao**  
Associate Professor  
Area Chair - OB & HRM



#### Customer Relationship Management

Sun Star Publishers



**Dr. Syed Kazim**  
Associate Professor

### Patents Granted

#### Financial Data Managing Device For Banks



**Dr. Kiran Kumar M**  
Assistant Professor

#### Personalized Medicine Packaging Device



**Dr. Shakeela Banu C**  
Associate Professor

#### A Device for Detecting Employee Attendance



**Dr. Praveen Gujjar**  
Associate Professor  
Area Chair - Business Analytics

### AI Based Collapsible Metal Detector



**Dr. Shalaghya Sharma**  
Assistant Professor



**Dr. Lubna Ambreen**  
Associate Professor  
Programme Coordinator - ENVC

### Pen Holder



**Dr. Praveen Gujjar**  
Associate Professor  
Area Chair - Business Analytics



**Dr. Harold Andrew Patrick**  
Professor & Dean



**Dr. Lubna Ambreen**  
Associate Professor  
Programme Coordinator - ENVC

### Tax Lien Managing Device



**Dr. Shalini R**  
Associate Professor



**Dr. Dhilipan C**  
Assistant Professor



**Dr. Kiran Kumar M**  
Assistant Professor



**Dr. Amudha.S**  
Professor



**Dr. Lourden Selvamani**  
Assistant Professor

### Finance Management Device



**Dr. Shalini R**  
Associate Professor



**Dr. V Y John**  
Associate Professor



**Dr. Smita M Gaikwad**  
Assistant Professor



**Dr. Geeti Sharma**  
Associate Professor



**Dr. Amudha.S**  
Professor



**Dr. Dhilipan C**  
Assistant Professor

## Forecasting Business Analytics Trends in 2024: Mapping the Path Ahead

The realm of business analytics stands poised at the cusp of transformative advancements, paving the way for unprecedented innovation and strategic decision-making. With the exponential growth of data sources and the evolution of analytics technologies, organizations are presented with a plethora of opportunities to harness data-driven insights and propel their operations forward. In the coming year, we anticipate a continued surge in the adoption of augmented analytics, where the fusion of artificial intelligence and machine learning algorithms will revolutionize data processing, uncovering actionable patterns and trends with unprecedented speed and accuracy. Moreover, the integration of real-time analytics capabilities will enable businesses to pivot swiftly in response to dynamic market shifts, ensuring agility and resilience in an ever-changing landscape.

Amidst these developments, the path ahead for business analytics in 2024 is characterized by a relentless pursuit of innovation and optimization. From predictive analytics forecasting future trends to prescriptive analytics guiding optimal decision-making, organizations will leverage a diverse array of analytical methodologies to drive sustainable growth and competitive advantage. Furthermore, the democratization of analytics through self-service platforms and embedded analytics solutions will empower stakeholders across all levels of the organization to access and interpret data insights, fostering a culture of data-driven decision-making. As businesses navigate the complexities of an increasingly interconnected and data-rich environment, the ability to forecast emerging trends and adapt proactively will be paramount, positioning forward-thinking organizations to thrive in the years to come.

Business analytics entails employing data analysis and statistical methodologies to derive actionable insights from data, empowering organizations to enhance decision-making, streamline operations, and achieve superior business results. It spans various methodologies, from descriptive analytics, which encapsulate historical data, to predictive and prescriptive analytics, which anticipate future trends and propose optimal strategies. The evolution and current trends in business analytics has led to progression of business and industry, therefore it has witnessed a significant shift from conventional reporting and descriptive analysis towards sophisticated predictive and prescriptive analytics driven by artificial intelligence and machine learning.

Initially, businesses predominantly relied on historical data to generate static reports. However, with technological advancements, the focus has transitioned towards real-time data analysis, data visualization, and self-service analytics

Presently, embedded analytics seamlessly integrate data insights into software applications and workflows, democratizing access to data and empowering organizations to make informed decisions within their daily operations. This progression highlights the increasing recognition of data's crucial role in optimizing processes, enhancing customer experiences, and attaining a competitive edge in an environment driven by data.

**Data Governance and Privacy:** Effective data governance and privacy practices are essential for building trust with customers, complying with legal and regulatory requirements, and mitigating risks associated with data misuse or breaches. Organizations must establish robust governance frameworks and privacy controls to ensure the responsible and ethical handling of data throughout its lifecycle. Heightened emphasis on data governance, compliance, and privacy measures, driven by regulatory requirements such as General Data Protection Regulation (GDPR), GDPR is a data privacy and security law that was implemented by the European Union (EU) in 2018 which aims to protect the personal data of EU citizens and residents and increasing concerns about data security and ethical use of data and The Digital Personal Data Protection Bill, 2023 passed in India will apply to the processing of digital personal data within India where such data is collected online, or collected offline and is digitized.

Utilizing data-driven insights, businesses are empowered to make informed decisions, pinpoint growth prospects, streamline operations, and elevate customer experiences. In today's data-centric environment, Business Analytics serves as a pivotal driver for success, empowering organizations to excel amidst fierce competition and evolving markets. Embracing the capabilities of Business Analytics is no longer an option but a fundamental requirement for businesses seeking to maintain relevance and foster enduring growth. These emerging trends in business analytics offer opportunities for businesses and industries to leverage data-driven insights for strategic decision-making, operational efficiency, and competitive advantage. Business analytics is the driving force for innovation, efficiency, and competitiveness across various industries, empowering organizations to leverage data as a strategic asset for informed decision-making and sustainable growth.



**Dr. Syed Shahid Raza**  
Assistant Professor  
Business Analytics

# The Future of Business Analytics: Driving Innovation and Growth

## Introduction

In the rapidly evolving business landscape, the role of analytics is becoming increasingly pivotal. As companies strive to stay competitive, business analytics is transforming from a supportive function into a central strategic asset. With advancements in technology, the future of business analytics promises to be even more revolutionary, driving innovation and growth across industries.

## AI and Machine Learning Integration

Artificial Intelligence (AI) and Machine Learning (ML) are at the forefront of the analytics evolution. These technologies enable businesses to process vast amounts of data at unprecedented speeds, uncovering insights that were previously unattainable. The integration of AI and ML into business analytics allows for predictive and prescriptive analytics, helping companies anticipate trends, optimize operations, and make data-driven decisions.

- **Predictive Analytics:** AI algorithms can analyze historical data to predict future outcomes. For instance, in retail, predictive analytics can forecast demand, helping businesses manage inventory more efficiently.
- **Prescriptive Analytics:** Beyond predictions, prescriptive analytics suggests actions to achieve desired outcomes. In healthcare, for example, it can recommend treatment plans based on patient data and medical history.

## Real-Time Analytics

The demand for real-time analytics is growing as businesses need to respond quickly to changing market conditions. With the advent of technologies such as the Internet of Things (IoT) and edge computing, companies can collect and analyze data in real time. This capability is crucial for sectors like finance and e-commerce, where rapid decision-making can significantly impact profitability.

- **IoT and Edge Computing:** IoT devices generate continuous streams of data that can be analyzed at the edge (closer to the data source). This reduces latency and provides immediate insights, essential for applications like autonomous vehicles and smart manufacturing.

## Advanced Data Visualization

As data becomes more complex, advanced visualization tools are essential for interpreting and communicating insights effectively. Future business analytics will leverage augmented reality (AR) and virtual reality (VR) to create immersive data visualization experiences. These tools will help stakeholders understand complex data sets intuitively, facilitating better decision-making.

- **Immersive Visualization:** AR and VR can transform static charts into interactive 3D models, allowing users to explore data from multiple angles. This is particularly useful in fields like engineering and urban planning, where spatial data is critical.

## Ethical and Responsible AI

As AI-driven analytics becomes more prevalent, ethical considerations will be paramount. Ensuring data privacy, combating biases in algorithms, and maintaining transparency are critical challenges that the industry must address. Future business analytics will need to incorporate frameworks for ethical AI to build trust and ensure compliance with regulations.

- **Bias Mitigation:** Developing algorithms that are fair and unbiased requires continuous monitoring and improvement. This involves diverse data sets and rigorous testing to prevent discriminatory outcomes.

- **Transparency and Explainability:** As AI systems become more complex, explaining how they arrive at decisions is crucial. Transparent algorithms will help stakeholders understand and trust AI-driven insights.

## Democratization of Analytics

The future will see the democratization of business analytics, making powerful tools accessible to a broader range of users. No longer confined to data scientists, analytics platforms will become user-friendly, enabling employees at all levels to leverage data for decision-making.

- **Self-Service Analytics:** User-friendly interfaces and natural language processing (NLP) will allow non-technical users to perform sophisticated analyses. Tools like chatbots will enable users to query data conversationally, making analytics more intuitive and accessible.

## Conclusion

The future of business analytics is poised to revolutionize how companies operate and compete. With advancements in AI, real-time processing, immersive visualization, ethical considerations, and democratization, analytics will become an integral part of every business function. Organizations that embrace these trends will be better positioned to innovate, grow, and succeed in an increasingly data-driven world. The journey ahead is exciting, and the possibilities are boundless as business analytics continues to evolve and reshape the corporate landscape.



**Dr. Naveen Kumar V**  
Assistant Professor  
Business Analytics

## Digital Humans: AI with Human Face

Giving richer and engaging experiences to consumers offer a competitive edge. The rise of digital humans - humanlike computer-generated avatars that can interact with customers and employees represents a transformative shift in how businesses can deliver rich, engaging experiences at scale. Powered by advances in AI, computer graphics and natural language processing, digital humans can mimic human communication through realistic 3D animated faces, voices, gestures and personalities. Soul Machines, an autonomous animation software company, has upward of 50 digital humans deployed in organizations around the world.

Unlike traditional chatbots or voice assistants, digital humans leverage our innate tendency to respond emotionally to human faces and verbal/non-verbal cues. This makes interactions feel more natural, meaningful and relatable compared to text/voice-only interfaces. Digital humans offer key advantages like cost-efficiency, customizability to user preferences, scalability without compromising quality, and consistent adherence to policies.

Hao Li, co founder and CEO of Pinscreen, a Los Angeles-based creator of digital humans, explains: "You want the customer to [explore] how things [like clothes] could be and how they might like them to look. From a user experience standpoint, you want to keep them engaged and able to explore the brand."

There are four main types of digital humans tailored for different interaction goals:

1. Virtual Agents - Serve multiple users for one-off transactional tasks like instructions, customer service etc.
2. Virtual Assistants - Provide personalized task assistance to individual users over repeated interactions.
3. Virtual Influencers - Deliver shared experiences/content for marketing, entertainment aimed at specific audience segments.
4. Virtual Companions - Develop deep personal relationships, focused on companionship rather than tasks.

Digital humans are not appropriate for every application. When customers seek a quick transaction, they are likely to prefer traditional user interfaces, chatbots, and voice-only assistants such as Siri or Alexa. But digital humans can be a much better choice when it comes to communicating complex instructions or describing features of a product. This is why YouTube instruction videos—rather than pages of text—are so successful. The decision to use a digital human depends on factors like need for emotional engagement, open-ended exploration of options, personalized explanations/demonstrations etc. Companies like Soul Machines, Pinscreen, EY and Yahoo Japan are already realizing benefits from deploying digital humans as sales assistants, corporate trainers, influencer marketing and more.

Understanding nuances in human conversation can be challenging. Therefore, designing effective digital humans might involve two key challenges:

1. Creating a fitting appearance (human features, demographics, accessories) and personality (voice, gestures, mannerisms) that reinforce the brand image and use case.
2. Enabling seamless multi-modal communication by processing user inputs like speech, tone, facial expressions and context to generate appropriate responses through AI and natural language understanding models.

While digital perfection is not required, a minimum level of human-like realism in visuals and conversational ability is crucial to avoid an unnatural experience.

As the technology matures, digital humans have immense potential to transform customer experiences, employee training, marketing and various services by combining the efficacy of automation with the familiarity and engagement of face-to-face human interactions at an unprecedented scale.



**Dr. Avinash Rana**  
Associate Professor  
Business Analytics

# Business Analytics Trends for 2024: Charting the Future



## Augmented Analytics

Augmented analytics tools use AI and natural language processing to automate data preparation, insight discovery, and reporting. They make data analysis more accessible to non-technical users by providing automated suggestions and recommendations.

## Real-time Analytics

Businesses are increasingly focusing on real-time data analysis to make faster decisions. This is especially important in sectors like e-commerce, finance, and healthcare, where real-time insights can lead to competitive advantages.



## Data Governance and Privacy

With the increasing importance of data in decision-making, data governance and privacy have become crucial. Emerging trends include stricter regulations (e.g., GDPR), enhanced data security measures, and ethical considerations in data analytics.

## Data Democratization

Businesses are making efforts to empower more employees with self-service analytics tools, enabling them to access and analyze data without needing a deep understanding of data science or programming.

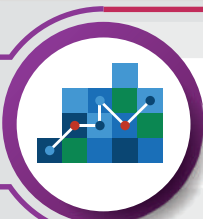
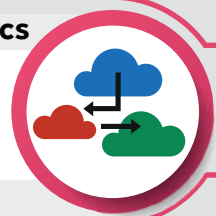


## Advanced Data Visualization

Data visualization tools are evolving to provide more interactive and informative visual representations of data. Augmented reality (AR) and virtual reality (VR) are also being explored to enhance data exploration.

## Cloud-Based Analytics

The shift to cloud-based analytics platforms continues, allowing organizations to scale their analytics infrastructure more easily, reduce costs, and benefit from enhanced collaboration and accessibility.



## IoT and Big Data Integration

As the Internet of Things (IoT) generates massive volumes of data, businesses are integrating this data with traditional datasets to gain deeper insights. This trend is particularly relevant in industries like manufacturing, logistics, and smart cities.



### Explainable AI

As AI and ML become more integrated into analytics, there's a growing need for models to be explainable and interpretable. Understanding why a model makes a particular prediction or recommendation is essential, especially in regulated industries.



### Natural Language Processing (NLP)



NLP is being used in analytics to analyze unstructured text data, such as customer reviews, social media comments, and emails. It enables sentiment analysis, topic modeling, and trend identification.

### Hybrid and Multi-Cloud Deployments

Organizations are adopting hybrid and multi-cloud strategies to balance performance, cost, and security. This approach allows them to leverage different cloud providers and on-premises infrastructure.



### Ethical AI and Bias Mitigation



There is a growing awareness of the ethical implications and biases in data analytics. Organizations are putting more effort into identifying and mitigating bias in algorithms to ensure fairness and transparency.

### Supply Chain Analytics

The disruptions caused by events like the COVID-19 pandemic have highlighted the importance of supply chain analytics. Businesses are investing in analytics tools to optimize supply chain operations, manage risks, and enhance resilience.



### Predictive Maintenance



In industries with physical assets (e.g., manufacturing, utilities), predictive maintenance analytics is gaining traction. It uses data to predict when equipment will fail, reducing downtime and maintenance costs.

### Embedded Analytics

Embedded analytics refers to the integration of analytics capabilities and features directly into other software applications, workflows, or business processes. Instead of relying on standalone analytics tools or dashboards, embedded analytics brings data analysis and visualization functionalities seamlessly into the context where users need them the most.



### AI and Machine Learning Integration



Artificial Intelligence (AI) and Machine Learning (ML) are being integrated into business analytics tools to provide advanced predictive and prescriptive analytics capabilities. These technologies can uncover insights from large datasets that were previously impossible to obtain.

## Shadow the CEO



**Mr. Rajarshi Pandit**  
AI & Advanced Analytics Leader  
Analytics Consulting  
Co-Founder - AnkAnalytics

### **How does data analytics fit into your overall business strategy?**

I believe that strategy can be developed in two ways. The first type is based on our understanding of our business, customers, the qualitative data and the second type is based on data which is the most important one. Data can be used for various reasons in an organisation, it can be used for analysis, making reports and deriving useful insights.

### **What is your vision for the future of data analytics in your company?**

Our company provides consultancy services and they work across different verticals to provide solutions. He mentions that they use data analytics in order to make important decisions in the company. He provides an example of one of the scenarios about selecting the companies that they can target by using data. Using Data analytics, they

scenarios about selecting the companies that they can target by using data. Using Data analytics, they can create a target of the possible companies that would require the the services and they can create different segments using data and they can analyse about the companies that fit into their data profile

### **How do you see data analytics transforming your industry in the next 5-10 years?**

Data analytics has been in the industry for a long time and the methods are not new. However, there has been an improvement in the usage of it. He talks about data analytics in increasing the marketing hype and how it has been evolving fast with the horizon. Marketing companies are using data analytics and it's helping their products and services reach a larger and targeted audience quickly. He says that an improvement of technology has helped the uses of data analytics. The digital transformation of available data has helped a lot of industries to change drastically. He talks about how generating data points has helped a lot of businesses to grow and enable competition. He talks about Artificial intelligence and mentions that AI is an integral part of data analytics. He talks about AI, Gen AI and invention of robots contributing to the changing landscape.

### **What steps has your company taken to integrate data analytics into daily operations?**

We believe that the first step towards integrating data analytics is by Creating a culture within the organisation. Implementation of data analytics should start from top management and there should be a shift from judgement to data driven decision making. There should be an alignment with data analytics and decision making. Data analytics can be used to identify different areas which can give you more profit. He also talks about how analytics can be used in different industries. For a marketing company, analytics can be used to maximise the ROI. For a supply chain company, analytics can be used to find out the production capacity and production need. For a FMCG Company, analytics can be used for finding out the right pricing strategy, retain and gain market share. Data analytics can also be used for having an alignment with stakeholders.



### Can you share examples of successful data analytics projects in your company?

HSBC adopted data analytics for various segments in the company. They adopted data analytics for risk assessment. Earlier, providing loans would take a long time because of finalising the customers for giving loans based on their ability to pay back would take a long time. But now, they use an algorithm which can look at the past history of a customer as well as their credits and develop a risk score. This risk score will help the company to shortlist the right candidates for providing the loans.

He also provides an example of the CRM Companies. Earlier these companies did not use analytics and when the retailer wanted to improve customer performance they did not have a pattern to do so. Now, these companies use analytics for customer segmentation and they adopt different strategies for different segments in order to improve the customer management.

### What measures are in place to ensure data security and privacy?

There should be security measures in place such as Firewalls, backups, encryption, and data resiliency measures which can protect the data. There should be mandatory compliance of all security measures. Customer identifiers should not be used which is another method of securing data and there should be limited access of sensitive data.

### What are the biggest challenges your company faces in implementing data analytics?

There are quite a few challenges when it comes to implementing data analytics. They include managing a large amount of data, processing that data according to our needs and collection of huge data. In order to process data, there's a requirement of trained resources and newer technology. Acquiring this could be a challenge because of the cost involved and the limited presence. At times, there could also be a mismatch of skills which will be another challenge for any company.

### What is the ROI on your data analytics investments?

Data analytics has provided the maximum ROI for different industries. It has also helped in minimising defrauders. The ROI in the banking sector is about 20%, 15% ROI in retail sector and 18% ROI in manufacturing. These numbers will increase with the increased usage.

Interview by



**Ms. Vaishnavi Kiran**  
MBA Batch 2023-25



### The Wisdom of Silence

Once upon a time, there was a young man tasked with climbing a coconut tree to bring down the fruits or juice. He had never climbed so high before. That day, his father came along to watch him.

As the son started climbing, the father said nothing. When the son was halfway up, the father still said nothing. Even when the son reached the top of the tree, the father remained silent. The son got the fruit/juice and started coming down, thinking, "It's my first time ever, and yet my father is not saying or suggesting anything!" He felt a bit disappointed. When he got halfway down the tree, his father still said nothing. But when he was just 15 feet from the ground, his father said, "Son, be careful."

Hearing this, the son became a little angry, although he safely reached the ground. He asked his father, "Father, when I started climbing, you said nothing. When I was at the top, you said nothing. When I was in the middle coming down, you said nothing. But when I was just about to reach the ground, you said, 'Be careful.' Why?"

The father explained, "Son, when you started climbing, you were careful. When you were at the top, you were careful because you knew if you made a mistake, you would fall. When you were in the middle, you still had some concentration. But when you were just about to reach the ground, you were about to lose your concentration. So, I reminded you to be careful."

#### Management Lessons

**1. Initial Caution:**

Always start new tasks with caution and awareness.

**2. Consistent Vigilance:**

Maintain concentration throughout the process, not just at the beginning.

**3. Critical Moments:**

Pay extra attention during seemingly less critical phases, as complacency can lead to mistakes.

**4. Silent Support:**

Sometimes, guidance involves silent observation, allowing for self-reliance and learning.

**5. Timely Intervention:**

Provide feedback and reminders at crucial moments to prevent potential mistakes.



## **My Unforgettable Journey at CMS Business School**

I had an incredible experience studying at CMS Business School, which I will cherish for life. Despite it being a short period of time, I was able to learn a lot and also make lifelong friends, who helped me excel academically and personally.

I was highly involved in extracurricular activities and headed multiple events. I participated in all the extracurricular activities, from Teacher's Day celebrations to Cranium, which included almost all the events that took place in CMS Business School. I am proud to say that I volunteered in many of the big events like khelo India. I also played a significant role in organizing these events, especially Cranium and Parichay, which are the flagship events of CMS Business School. Cranium, being an international fest, gave me an extensive range of exposure to improve my organizing, leadership, and people skills. On the other hand, Parichay helped me connect with the freshers.

CMS Business School provides a unique and comprehensive learning experience that prepares students for their future careers by giving them a competitive edge. It not only offers knowledge in various academic areas but also creates well-rounded students by mentally preparing them for their professional life.

The faculty at CMS Business School is exceptional, making learning easy and fun. I was a student of Finance, and this specialization taught me to play around with data and understand the wonders data can do in the current world.

I'm grateful to the placement cell for guiding and supporting me throughout my placement journey. I owe my college and the placement cell for helping me land a job in a big four. Currently, I work as a Audit Associate in KPMG, and my job here is way more interesting than I had thought it would be. The team here is extremely friendly, and they inspire me to learn something new every day.

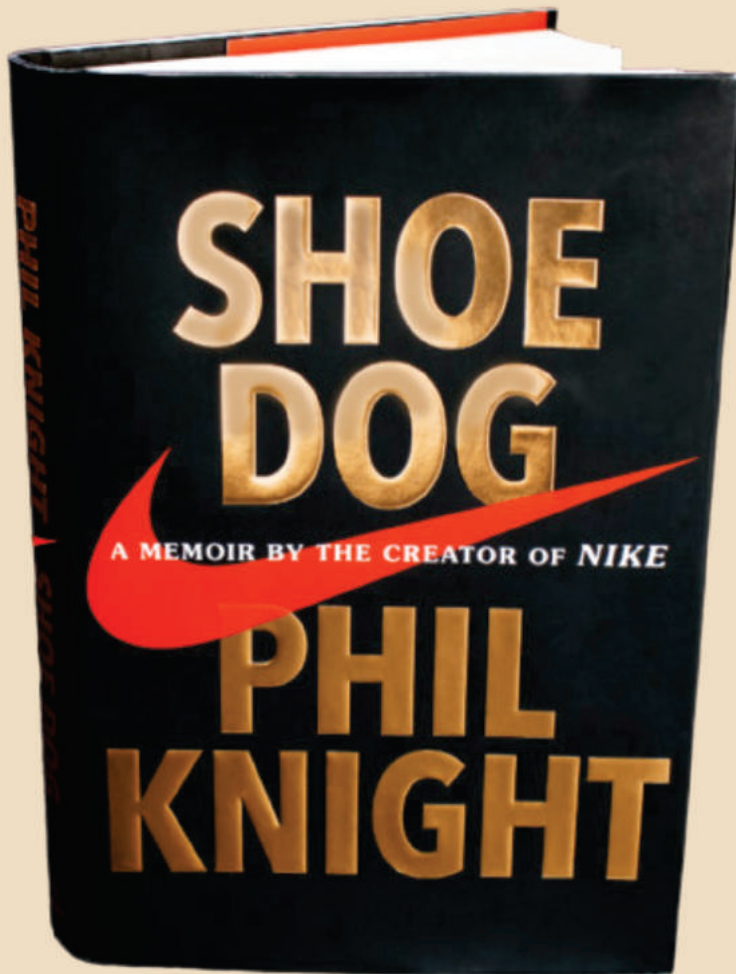
I thoroughly enjoyed my student journey while pursuing my MBA at CMS Business School. My advice to the current batch is to make the most of the opportunities presented before you and try things that you haven't been able to try before. Break out of your shell, put yourself out there, and live a little. Take some chances, and make as many memories as you can.



**Sristy Soni**  
MBA Batch 2021-23



## **Shoe Dog** by Phil Knight



We've all heard about the brand Nike, right? Known for its athletic footwear and apparel, Nike is one of the world's leading sportswear brands. Given the popularity of the brand, I couldn't help but pick up the memoir written by the founder of Nike— Phil Knight— when I was strolling through a bookstore in Bangalore.

Shoe Dog is one of those books I knew I would love before even starting it. As I mentioned, it is a memoir, but you can also consider it a business book.

As soon as I started reading Shoe Dog, I found it almost impossible to put down. It brings to life the story of a brand that is now at the heart of both sports and popular culture.

I really liked how Knight organised each chapter in this book. Each chapter is titled with a specific year and follows a chronological order, covering about 20 years. In each chapter, Knight highlighted the key aspects of Nike's development. He detailed how the company started and described all the ups and downs that followed.

The book gives insights into how Blue Ribbon Sports grew into one of the most widely recognized brands. The book starts with Knight having a "Crazy idea" in 1962 to travel the world with his school friend Cater with an extended stay in Hawaii, before taking in the sights of Asia and Europe.

Shoe Dog features a vibrant cast of characters who played crucial roles in building the brand. I admired Nike's first salesman, Johnson for his dedication and eagerness like no other. He showed unparalleled perseverance and even came up with the name Nike after the Greek goddess of Victory appeared to him in a dream.

Bowerman, the American track and field coach turned co-founder of Nike through a simple handshake agreement, played a huge role in shaping the future of the brand. I loved the innately human nature of the story which featured the brand's near bankruptcy, the plenty of borrowing and begging of money, and the empty bank balances, which is entirely unimaginable for a brand that is such a household name.

One thing about the author Phil Knight that stood out to me was his persistent Work ethic, how he endured all the hardships, begged, borrowed, and pleaded, and worked round the clock with a team that became family, knowing that their vision and their dream was a worthwhile one. The captivating way in which Knight wrote about the untimely passing of his beloved son Matthew in 2004 in a scuba diving accident at the age of 34 showed the aspects of the author's life that were beyond devastating and overwhelming.

The book highlighted the fact that nothing good in life comes easy. It was proved in this memoir how hard work, persistence, passion, and teamwork can withstand all the ups and downs in a business and how an average person having no prior business experience can make a brand like Nike only if he believes in himself.



**Afreen Bhasin**  
MBA Batch 2023-25

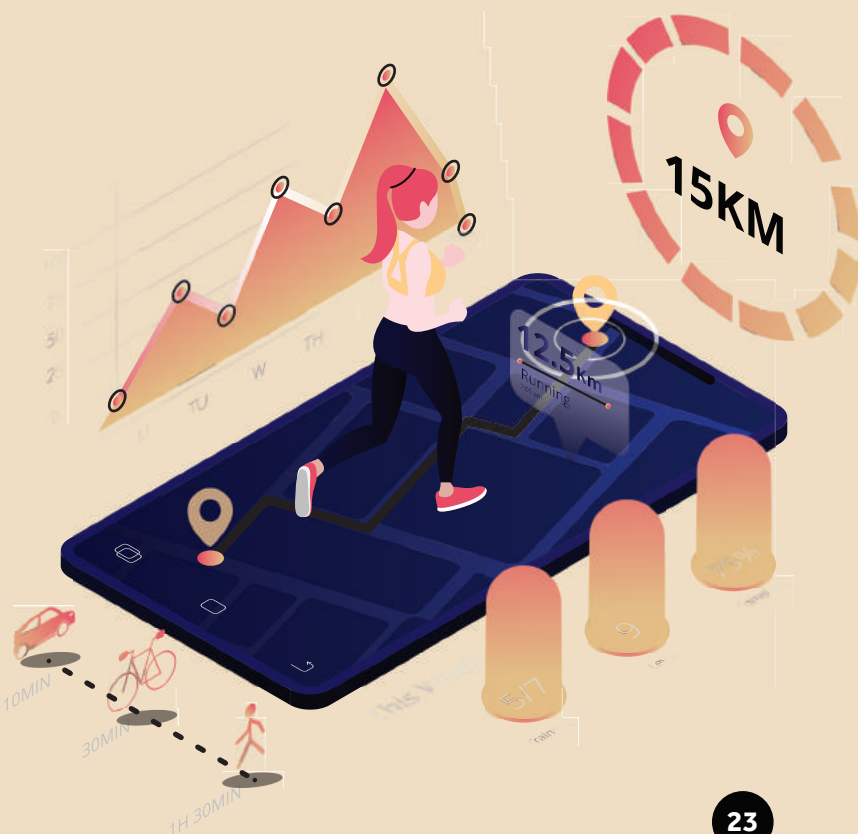
## **Analytics in Fantasy Sports**

In recent times, data has become one of the most valuable aspects of any kind of business across the globe. Most of the decisions in a business are taken based on the analysis of this valuable data and one sector where this has been very impactful is Fantasy Sports.

So, what are Fantasy Sports? Fantasy Sports is a form of virtual gaming cum investment platform where the players invest in a live match beforehand by making a team with their own best combination from the 2 teams playing. The player's team earns points as and when players in his/her team perform in a match and compete with other players and earn money if they win. Platforms like Dream11, MPL, My11 Circle are some of the most popular fantasy sports applications used in India. Fantasy sports in India have seen a growth rate of over 30% annually in the recent years. Valued at \$2.3 billion approximately in 2023, fantasy sports have over 10 million users which was just in thousands in 2010. Although there is an ongoing debate if this is considered as gambling but according to the Public Gambling Act of 1876, fantasy sport is considered as a sport of skill and judgment and is not entirely based on chance as it involves collecting data, analyzing it and deciding based on the results. Although, there isn't a governing body for fantasy sports in India, there are talks to set up one as it has a very promising growth aspect.

Fantasy sports are very simple yet risky as it is a digitized form of a game where you need to pick a team of players from both teams combined, assign a Captain and Vice-Captain and hope for the best performance from the selected players. Any player picked as a Captain earns 2x the points and a Vice-Captain earns 1.5x points while the remaining players in your team earn the points which are determined by the platform and vary from one another. A person picking a team based on his gut feeling might win 3/10 matches he play while a person analyzing the players data and make decisions based on the analysis will win at least 6/10 matches as the latter will have valuable insights like venue stats, weather forecast, player's recent form, strengths, weaknesses, threats, etc. which will help the user to make an effective decision by picking the right players for the right conditions. Recently trading in fantasy sports has become famous where you buy a stock of a player for a tournament and his/her price varies based on their performance. However, this is possible only with the help of data analysis and analytics. Fantasy sports can play a very important role for investors as it can be a side hustle for short-term gains only if invested with proper research and utmost care.

In one way or the other, fantasy sport is very similar to the stock market as both involve collecting present and past data, analyzing it based on present conditions, predicting its threats, forecasting the possible outcome and making a final decision with trading having a well-established governing body.



**Nikhil Karanam**  
MBA Batch 2023-25

## Data Governance in India

With increasing digitization, the amount of information we generate is exploding. This creates a challenge: how do we ensure this data is reliable, secure, and used effectively? That's where data governance comes in.

India is at the lead of digital transformation. From Aadhaar to UPI, government initiatives are creating a vast amount of data. Reliable data helps the government design and deliver programs more effectively. Imagine using data to understand healthcare needs in rural areas and allocate resources accordingly.

Anonymized data sets can fuel research and development in areas like agriculture, education, and healthcare. This can lead to new products, services, and solutions for India's growth. Good data governance ensures data is accurate and accessible, fostering trust between citizens and the government.

India is taking a multi-pronged approach to data governance:

- **National Data Governance Framework Policy (NDGFP):** This framework, launched in 2020, sets the ground rules for managing government data. It aims to improve data quality, accessibility, and security.
- **Data Protection Laws:** The proposed "Digital Personal Data Protection Bill, 2022" outlines how personal information is collected, used, and stored. This protects citizens' privacy and empowers them with control over their data.
- **Existing Laws:** The Information Technology Act, 2000 and its amendments already address some aspects of data security and privacy.

Developing a robust data governance framework is a continuous process. Here are some challenges India needs to address. Striking the right balance between protecting privacy and enabling innovation is crucial. Implementing data governance requires skilled professionals who understand data management and security. Ensuring consistent data formats and procedures across different government departments is essential for effective data sharing.

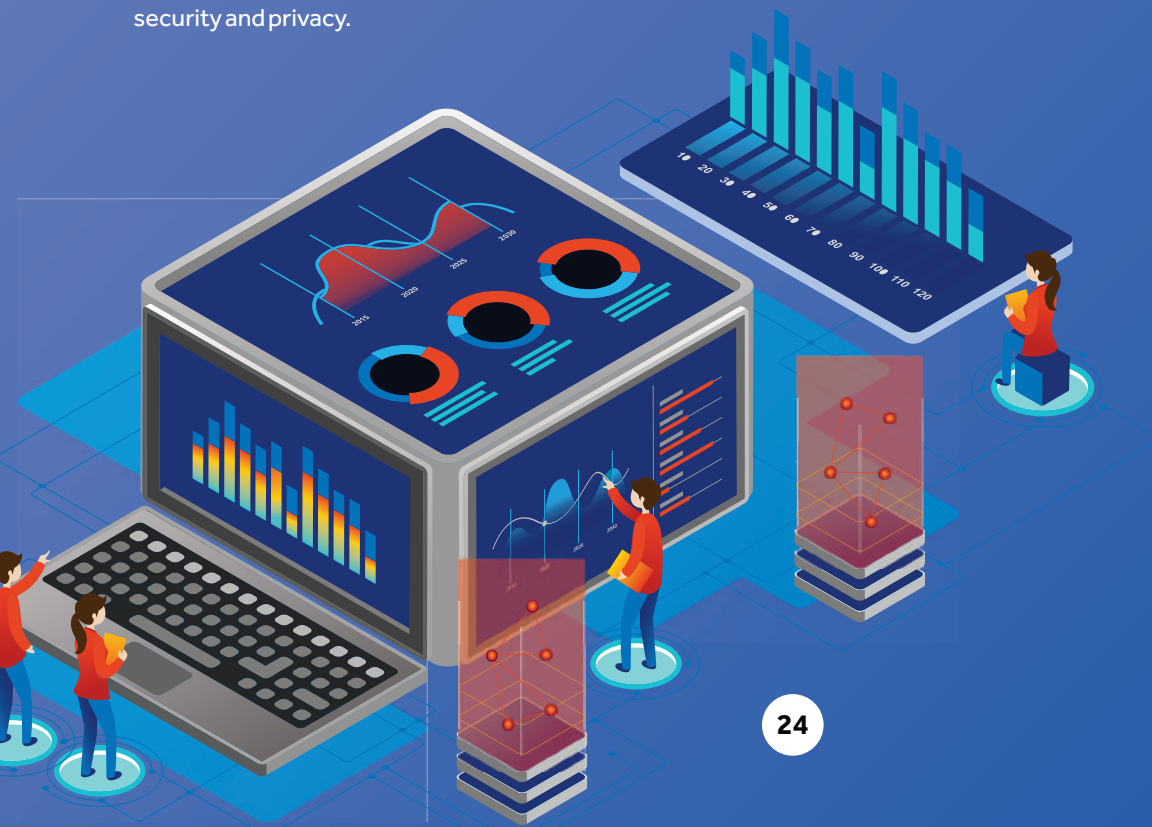
India's data governance journey is progressing. By addressing the challenges and fostering collaboration between the government, private sector, and citizens, India can unlock the immense potential of data for progress and development.

Here are some of the possibilities in the future. Imagine accessing government services or personalized education plans based on anonymized data analysis. Data can help predict and address social issues like poverty or unemployment proactively. A robust data governance framework can attract investments and create new data-driven businesses.

Data governance is not just about managing information; it's about shaping a future where data empowers India's growth and benefits to all its citizens.



**Sohan B L**  
MBA Batch 2023-25





## Navigating Tomorrow: The Ascendancy of Business Analytics

In the ever-evolving landscape of business, adaptation is not just an advantage, it is a necessity. As we stride into the future, the beacon guiding this journey is business analytics. Charting the future requires a comprehensive understanding of the present, and nothing offers a clearer view than the rising tides of business analytics.

Business analytics is not merely about sifting through data; it is about extracting insights, predicting trends, and shaping strategies that drive success. The exponential growth of data generation in today's digital world has catapulted analytics to the forefront of decision-making processes across industries. From finance to healthcare, retail to manufacturing, the application of analytics is revolutionizing operations, enhancing efficiency, and fostering innovation.

At its core, business analytics empowers organizations to harness the power of data to make informed decisions. Through advanced techniques such as predictive modeling, machine learning, and data visualization, businesses can uncover hidden patterns, identify opportunities, and mitigate risks. Whether it is optimizing supply chains, personalizing customer experiences, or fine-tuning marketing campaigns, analytics provides the compass for navigating the complexities of modern commerce.

One of the most significant advantages of business analytics is its ability to drive agility. In a rapidly changing environment, businesses need to adapt swiftly to stay competitive. By leveraging real-time data and analytics tools, organizations can pivot strategies, seize emerging opportunities, and stay ahead of the curve. Agility is not just a buzzword; it is the cornerstone of resilience in an unpredictable world.

Moreover, business analytics is not confined to the realms of large corporations. Small and medium-sized enterprises (SMEs) are also harnessing its potential to fuel growth and innovation. With the advent of user-friendly analytics platforms and cloud-based solutions, barriers to entry have significantly lowered. SMEs can now access the same level of analytical firepower as their larger counterparts, empowering them to compete on a level playing field.

The rise of business analytics also heralds a paradigm shift in organizational culture. Data-driven decision-making is no longer a novelty; it is an imperative. Organizations are investing in data literacy programs, fostering a culture of curiosity and experimentation, and breaking down silos to ensure seamless data integration across departments. In this new era, data is not just a byproduct of operations; it is a strategic asset that drives value creation at every level.

However, amidst the promises of business analytics, challenges abound. The ethical implications of data collection and usage, the need for robust cybersecurity measures, and the shortage of skilled analytics professionals are just a few hurdles that organizations must navigate. Moreover, as the volume and complexity of data continue to grow, the demand for advanced analytics capabilities will only intensify.

As we stand on the cusp of a data-driven future, the importance of business analytics cannot be overstated. It is not just about making better decisions today; it is about charting a course for tomorrow. By harnessing the power of analytics, organizations can unlock new opportunities, drive innovation, and navigate the rising tides of business with confidence. The journey ahead may be daunting, but with analytics as our compass, the possibilities are limitless.



**Shreyas Mahesh**  
MBA Batch 2023-25



## Charting the Future: The Rising Tide of Business Analytics

The surge of business analytics in the contemporary business environment is poised to transform how companies function, make decisions, and compete in the marketplace. Business analytics involves leveraging data and statistical methods to gain insights and facilitate informed decision-making, marking a fundamental shift in problem-solving and strategic planning for businesses.

Traditionally, business decisions relied heavily on intuition and experience. However, the emergence of big data and advanced analytics has significantly reshaped decision-making processes. Today, organizations have access to vast amounts of data from sources like social media, transaction records, customer feedback, and IoT devices, enabling the extraction of actionable insights that were previously inaccessible.

Technological advancements have played a pivotal role in propelling the rise of business analytics. The evolution of sophisticated software tools and platforms, including machine learning algorithms, predictive analytics, and data visualization tools, has simplified the analysis and interpretation of complex datasets. These tools empower companies to identify patterns, forecast trends, and make data-driven decisions with enhanced precision and efficiency.

The advantages of business analytics are multifaceted. Firstly, it enhances decision-making by providing concrete data and predictive insights, enabling companies to make more informed and precise decisions, thereby reducing risks and increasing the likelihood of achieving desired outcomes. Secondly, business analytics improves operational efficiency by identifying inefficiencies and areas for enhancement within business processes, leading to cost reductions, streamlined operations, and optimized resource allocation. Thirdly, it enhances customer understanding and engagement by analyzing customer data to gain insights into behavior, preferences, and needs, facilitating personalized marketing strategies, improved customer service, and heightened customer satisfaction and loyalty.

Despite its benefits, the adoption of business analytics presents challenges. Data quality is a primary concern as analytics' accuracy relies on the data's quality. Additionally, there is a skills gap in the field of business analytics, with a demand for professionals possessing statistical analysis, data management, and domain-specific knowledge outpacing the current supply.

Looking ahead, the role of business analytics is anticipated to expand further. With advancements in artificial intelligence and machine learning, the capabilities of business analytics will continue to evolve. Predictive analytics will become more precise, real-time analytics will become more prevalent, and the integration of analytics with other business systems will become more seamless.

In conclusion, the rising wave of business analytics is reshaping the business landscape, offering unparalleled opportunities for companies to enhance decision-making, operational efficiency, and customer engagement. Despite existing challenges, the future of business analytics appears promising, heralding a new era of data-driven business strategies and operations. Businesses that effectively harness the power of analytics will be well-equipped to navigate the complexities of the modern market and chart a successful path forward.



**G S Shraddha**  
MBA Batch 2023-25

## The Importance of Cybersecurity in the Modern World

In today's digital age, as we become increasingly reliant on technology to fulfil daily activities, encompassing banking, communication, shopping, and many more, protecting our digital lives from cyber threats has become necessary. In this article, we will explore why cybersecurity assumes significance amidst myriad cyber threats, and how we can exercise precaution with respect to cyber-attacks.

The internet has revolutionized how we live and work, offering convenience and connectivity. However, this digital revolution has also given rise to a large number of cyber threats. Cybercriminals are constantly developing new methods to exploit vulnerabilities in systems and networks. The threats range from viruses and malware to sophisticated hacking attacks and data breaches.

To deep-dive let us gain an insight into the different kinds of cyber-attacks.

Imagine a thief sneaking through your phone just waiting to steal your photos, and bank details and even ready to hack your phone completely! This is what cybercriminals exactly want. They use dreadful software called Malware to cause trouble. Malware contains viruses that spread across and infect files.

Imagine a thief sneaking through your phone just waiting to steal your photos, and bank details and even ready to hack your phone completely! This is what cybercriminals exactly want. They use dreadful software called Malware to cause trouble. Malware contains viruses that spread across and infect files.

Fintech has taken over traditional banking systems. It has become an add-on advantage to the hackers. Some hackers act as friendly faces online, tricking you to give away passwords through fake emails, unofficial links, QR codes, and many unusual ways. Hackers are the ultimate digital robbers, trying to break into computers and networks to steal information or cause chaos.

Denial of Service (DoS) attacks are like throwing a digital tantrum, causing a website or system with so much traffic it crashes and burns. But cyber threats are not always outsiders. Sometimes, it is people we trust, like employees, who accidentally or even on purpose leak sensitive information. This is called an insider threat.

Cyber-attacks can have severe consequences on individuals, businesses, and governments. Some of potential impacts include financial loss, data breaches, legal and regulatory consequences, national security risks, and many more.

Now that we have seen the consequences of cyber-attacks. Here are some key reasons why cybersecurity is essential. To stay protected from such cyber-attacks here are a few steps that we can follow:

Strong passwords are essential for protecting accounts and data. Use a combination of letters, numbers, and symbols, and avoid using easily guessable information, such as birthdays or common words. Two-factor authentication adds an extra layer of security by requiring a second form of verification in addition to a password. This can include a code sent to your phone or a fingerprint scan.

Regularly updating software is crucial for protecting against vulnerabilities. Software updates often include security patches that fix known issues. Exercise caution when it comes to emails and links from unknown sources. Phishing attacks often use emails and websites that appear to trick individuals into providing personal information. For organizations, educating and training employees on cybersecurity best practices is crucial. Employees should be aware of common cyber threats and should adopt appropriate means to avoid them.

In conclusion, cybersecurity is an essential aspect of our digital lives. As technology continues to advance, so do the threats we face. By understanding the importance of cybersecurity and taking steps to protect ourselves, we can reduce the risk of cyber-attacks and ensure the safety of our personal information, financial transactions, and critical systems. Whether you are an individual, a business, or a government entity, investing in cybersecurity is not just a necessity-it is a responsibility.



**Gowrishree D N**  
MBA Batch 2023-25



## Vocabulary Inbox

### Data Warehouse

A central repository that stores data from various sources within a company. Data warehouses are used to enable business intelligence (BI) and analytics.

### ETL (Extract, Transform, Load)

The process of collecting data from various sources, cleaning and transforming it, and then loading it into a data warehouse or data lake.

### Data Mining

The process of extracting insights and uncovering hidden patterns from large datasets. Data mining techniques are used in a variety of applications, including customer segmentation, market research, and fraud detection.

### Predictive Analytics

A type of analytics that uses historical data to predict future outcomes. Predictive analytics can be used to forecast sales, identify customer churn, and assess credit risk.

### Prescriptive Analytics

A type of analytics that goes beyond prediction and recommends specific actions to take based on the data. Prescriptive analytics can be used to optimize marketing campaigns, improve supply chain efficiency, and personalize customer experiences.

### Business Intelligence (BI)

A set of technologies and processes for analyzing business data to gain insights and improve decision-making. BI tools can be used to create reports, dashboards, and visualizations of data.

### Data Lake

A large repository that stores all forms of data, both structured and unstructured. Data lakes are used to support a variety of analytics use cases, including data mining, machine learning, and data visualization.

### Actionable Insights

Data analysis outcomes that can inform decisions and lead to concrete business actions.

### Big Data

Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations.

### Machine Learning

A subset of artificial intelligence that enables systems to learn and improve from experience without being explicitly programmed.

# Think Out of the Box

**LIFE SIZE**  
Customers shun things they don't need as they abandon once popular big-box stores

*Biggest list 'n' better when it comes to consumers' shopping habits*

By Ed Russett

After a decade of growth, the retail industry is now in a state of decline. The big-box stores that once dominated the landscape are now being abandoned by consumers who are looking for more personalized and convenient shopping experiences. This shift is being driven by a combination of factors, including the rise of e-commerce, the demand for faster service, and the need for more tailored product offerings. As a result, many of these once-popular retailers are struggling to maintain their market share and are being replaced by smaller, more agile competitors. This trend is expected to continue as consumers become increasingly discerning in their purchasing decisions.

The right place of equipment is a critical success factor. The right equipment can make a significant difference in the efficiency and effectiveness of a business. This is especially true in the construction industry, where the right tools and equipment can be the difference between a job well done and a job that is a waste of time and money. Investing in high-quality equipment is an essential part of any business strategy, and it is one that should not be overlooked. The right equipment can help you work faster, better, and more safely, which can lead to increased productivity and profitability. So, if you're looking to take your business to the next level, investing in the right equipment is a smart move.

Had enough bad news? STIHL can change that.

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## Business Across the World



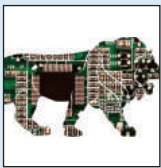
### **Sensex Milestone**

The Sensex index in India has surged past the 80,000-mark, gaining 10,000 points in under seven months. This rally has been driven by strong performances in key stocks and sectors.



### **CRISIL's Forecast**

CRISIL projects that the revenues of India's top 18 states will grow by 8-10% this fiscal year, primarily due to robust GST collections and financial devolution from the central government.



### **Electronics Boost**

India is planning a Rs.44,000 crore investment to become a leading electronics manufacturing hub by 2030. This initiative aims to strengthen the country's position in the global electronics market.



### **Suzlon Energy Shares**

Suzlon Energy's share price has hit a new one-year high, closing 2.68% higher at Rs.55.48. Analysts attribute this rise to the company's improved financial performance and strategic initiatives.



### **Amazon's India Investment**

Amazon has committed to investing an additional \$15 billion in India by 2030, increasing its total investment in the country to \$26 billion. This move underscores Amazon's long-term growth strategy in the Indian market.



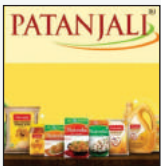
### **Mindspace REIT Bonds**

Mindspace Business Parks REIT has become the first Indian real estate investment trust to issue sustainability-linked bonds, marking a significant step towards sustainable financing in India's real estate sector.



### **Variable Rate Repo Auction**

Indian banks have bid Rs.1.6 trillion in a variable rate repo auction amid tightening liquidity conditions. This reflects the banks' need for liquidity to support lending and other financial activities.



### **Patanjali's New Strategy**

Facing challenges in the edible oils segment and reputation issues due to misleading health claims, Patanjali is now aiming for a group turnover of Rs.1 lakh crore by 2028 with a revamped business strategy.



### **Digital Payments for Migrant Workers**

The Ministry of External Affairs and SBI have signed an MoU to enhance digital payments for migrant workers via the eMigrate portal, improving financial inclusivity for this segment.



### **FMCG Sector Challenges**

India's FMCG sector is grappling with declining volume offtake, particularly in the mass-consumption and rural segments. Companies are adapting strategies to overcome these challenges and drive growth.

## Ready for the Challenge?

1. Which sector in India has seen significant growth due to the implementation of data analytics?
2. What is the term for large-scale data sets analyzed to reveal patterns, trends, and associations?
3. Which government initiative aims to transform India into a digitally empowered society and knowledge economy?
4. What is the primary software language used in data analytics for statistical computing in India?
5. Which financial technology (FinTech) sector in India heavily relies on data analytics for risk assessment and customer insights?
6. Which Indian government initiative focuses on fostering the use of artificial intelligence and data analytics in agriculture?
7. Which term describes the visual representation of data to highlight trends and patterns?
8. Which type of analytics involves using historical data to predict future outcomes?
9. Which term is used for the process of cleaning and organising data to make it suitable for analysis?
10. Which Indian city is known for its educational institutions offering specialised courses in data analytics?
11. Who won the 10th Leon masters title?
12. Claudia Shienbaum has been elected as the first woman President of her country. Name the country.
13. As a gesture of humanitarian aid, India has recently sent a shipment of approximately 90 tonnes of medical supplies to a country. Name the country?
14. Recently, NASA collaborated with a space agency to develop a standardised time system for the moon? Name the space agency.
15. Where was the high-level event on AMR, 'Forging partnerships between science and policy,' organised recently?
16. In the recent past, India initiated Project ISHAN (Indian Single Sky Harmonized Air Traffic Management). Name the city where it was initiated?
17. How much has the fossil fuel capacity in India increased during Fy24?
18. Name the regulatory body in India that approved changes in mutual fund regulations to prevent front-running in recent times?
19. Which asset management company has recently launched India's first Nifty Non-Cyclical Index Fund?
20. Ibu Volcano was recently seen in the news. Name the country where it is located?

### Note

1. The Quiz Contest is only open to students of CMS Business School.
2. The last date to submit the answers is 30th July 2024.
3. The winners will be decided based on early responses and correct answers.
4. The winners will be given a prize.
5. Scan the QR code to answer the questions.

### Quiz Winners of Volume 2 Issue 4

- 1st: Mohammad Samal Shah – Batch 2022-24  
 2nd: Chaitra R – Batch 2022-24  
 3rd: R Riya – Batch 2023-25





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