

## Workshop on Data Analytics

CMS Business School, Jain (Deemed-to-be University) organized a workshop on “Data Analytics for final year MBA students on February 5, 2018. The keynote speaker for this event was Mr. Visveswaran Vaiyapuri, Manager, Business Analyst and Intellectual, at ProEdge Pvt. Ltd.

Mr. Vaiyapuri is an industry expert with two decades of experience and a certified analyst. He taught the students the importance of data analytics to enhance their decision-making powers as managers or entrepreneurs and build, design, and plan futuristic business models. He also gave an overview of the evolution of data analytics as a science and as a practice.

The next session was practical lessons where the students learned to analyze data, and find their online trends on a webpage and present their findings.

The session ended on an encouraging note by the speaker urging the students to look at business problems from a multi-dimensional and inter-temporal perspective so that data is captured appropriately for analytics. Mr. Vaijyapuri also shared crucial; links and notes with the students for self-learning of data analytics.

