(016-C&M-01-03) MBA-BUSINESS ANALYTICS

Significance of Business Intelligence and Analytics

Business Analytics significantly boosts how a company approaches its decision-making by using data to answer questions of the company's past and present. It can be used by teams across an organization to track key metrics and organize on goals. With effective business intelligence strategies and practices, businesses can gauge their customers by analyzing their buying patterns and creating robust customer profiles and personas. They help develop better products and rich experiences for their valued customers. In business analytics is important because it enables organizations to make data-driven decisions, gain a competitive advantage, improve performance, better understand customers, and manage risks effectively.

Career options:

- Data Scientist
- Data Engineer
- Data Architect
- Data specialist,
- Project manager
- Data Analyst
- Database Administrator
- Analytics Manager

Programme objectives:

- Identify business opportunities for data-driven solutions.
- Bridge business problems with analytical models and solutions
- Exhibit proficiency in data analysis methods and in data analytic tools.
- Develop data-driven solutions to support decision-making in real-world business situations.
- Explain different roles that form part of a business intelligence team.
- Learn Data extraction: Predictive Analytic and Predictive Modelling: Logistic Regression: Problem analysis: Data interpretation:

Outcomes of the Program:

- Broad Core of Analytics Knowledge

- Enable all participants to recognise, understand and apply the language, theory and models of the field of business analytics
- Foster an ability to critically analyse, synthesise and solve complex unstructured business problems
- Encourage an aptitude for business improvement, innovation and entrepreneurial action
- Make strategic decisions
- Identify trends and patterns
- Drive performance and revenue
- Find improvement opportunities through predictions
- Smarter and faster reporting.

Major Course Outline:

- Big Data Applications
- Business Forecasting
- Decision making with multimedia
- Fraud Analytics
- Statistical decision
- Risk and credit analytics
- Mathematics of decision sciences