

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

in association with

Research Cell -ANVESHANA

Department of Management Studies (MBA-BU)

Student Development Program on Statistics and Business Analytics

Department: MBA-BU

Date: 5-03-2024

Sl. No.	Particulars	Event related details			
1.	Event	Guest lecture on Statistics and Business Analytics			
2.	Title of the Event	Student Development Program on Statistics and Business Analytics			
3.	Date	01-03-2024			
4.	Time	11.00 am to 12.30 pm			
5.	Venue	MBA Classroom 504 (MBA-BU, 6 th Floor)			
6.	Resource Person 1 Details** (Profile to be enclosed)	Dr. Muralidhara Anandamurthy Head, JMP Academic - India			
7.	Topics Covered	1. Introduction to Data analysis 2. Tools for data analysis 3. Application of statistics 4. Predictive analytics and Decision-making			
5.	Resource Person 2 Details** (Profile to be enclosed)	NA			
6.	Topics Covered	NA			
7.	No. Faculty Participants(Enclose a copy of names with signatures)	Internal:	1	External:	NA
8.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	51	External:	NA
9.	Faculty Coordinator/s	Dr Vinish P, Associate Professor, MBA-BU			
10.	Student Coordinator/s	NA			

Sl. No.	Particulars	Event related details
11.	Total Expenditure (Details to be enclosed)	NA
12.	Sponsors and Amount (if any)	NA
13.	Agenda of the Event (Enclose a copy)	
14.	Report uploaded on college website? If yes, give details:	
15.	Report sent to media? If yes, give details:	NO
16.	Report uploaded in Social Media? If yes, give details:	NO
17.	Certificates Printed? (Enclose a copy***)	NO
18.	Feedback Collected? (Enclose a copy***)	NO
19.	Summary of the Event (Minimum 100 words)	<p>On March 1, 2024, the Department of Management Studies at MBA-BU hosted a guest lecture on "Statistics and Business Analytics" by Dr. Muralidhara Anandamurthy from JMP Software. Dr. Vinish, Associate Professor, welcomed Dr. Anandamurthy and introduced the topic to the audience of MBA D Section students. Dr. Anandamurthy's presentation delved into the application of business analytics in decision-making across various industries, emphasizing the relevance of statistics in this context. He showcased real-world examples of analytics applications, illustrating how statistical methods play a pivotal role in deriving actionable insights from complex datasets. Furthermore, Dr. Anandamurthy elucidated the significance of analytics in informed decision-making, discussing its role in risk assessment, resource allocation, and strategic planning. The session lasted approximately 1 hour and 30 minutes, including a lively Q&A segment where students engaged with Dr. Anandamurthy, seeking clarification and insights on various aspects of business analytics. Dr. Vinish concluded the session with a vote of thanks, expressing gratitude to Dr. Anandamurthy and the students for their active participation. Overall, the lecture provided students with valuable insights into the practical application of statistics and business analytics, equipping them with essential knowledge and skills for navigating the contemporary business landscape.</p>
20.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg)	Enclosed

files need to be attached)	
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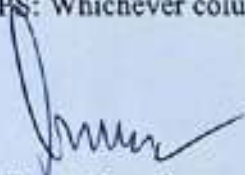
Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

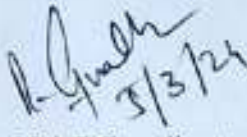
PS: Whichever column is not applicable, write as NA.



Event Coordinator



HOD/Director



IQAC Coordinator



Principal



Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-7B

IQAC

In association with

Research Cell (ANVESHANA)

Department of Management Studies (MBA-BU)

Student Development Program

on

Statistics and Business Analytics

by

Dr Muralidhara Anandamurthy

JMP Software

Date: 1st March 2024



Figure 1: Session by Dr Muralidhara



Figure 2: Students' interaction with the speaker.



Figure 3: Presentation by the Guest speaker.

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Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

RESEARCH CELL – ANVESHANA

Student Development Programme

“Statistical Business Analytics”

Attendance Sheet

Department: MBA-BU

DATE: 01-03-2024

TIME: 11:15 AM-1:15PM

Sl. No.	Student Names	Signature
1	Sushmitha. A	Sushmitha A
2	Monika. M	Monika. M
3	Sauda Najiya	Sauda
4	Sowjanya. S	Sowjanya
5	AQUIR PASHA	Aquir
6	RIYA	Riya
7	Saikat Majumder	Saikat M.
8	Akashmita Ghosh	Akashmita Ghosh
9	B. Deepak prakash	B. D. P.
10	VINITH. K	Vinith
11	Nagalakshmi. P. V	Nagalakshmi P. V
12	Aditya Bakash Lal	Aditya
13	Girish. C. R	Girish C. R.
14	Prajwal. R. G	Prajwal
15	Aditya S. R	Aditya
16	Abhay Wadawale	Abhay
17	Nishanth. S. B.	Nishanth
18	TARUN. T. S	Tarun T. S.
19	BRUNANESHWARAN. A	Brunaneshwaran
20	Sunil Kumar. R	Sunil
21	Abhishek Sharma	Abhishek Sharma
22	Jaya Shree. G	Jaya Shree
23	Diksha Sen	Diksha

24	Divya. B. Kithu	Divya
25	Sandhya. J	Sandhya. J
26	Swati. K. P	Swati
27	Bathula. Vanditha	Vanditha
28	Soundharaya. m	Soundharaya
29	Sanjana. R	Sanjana
30	Shreenitha. N. Raj	Shreenitha
31	MANOJ KUMAR. K	Manoj
32	HEMACHANDRA. S. J.	Hemachandra
33	TEJAS E	Tejas. E
34	Tejas. R	Tejas. R
35	Rohith. M. Hedderi	Rohith
36	Sushrith. S. Shetty	Sushrith
37	Sathya. Nanayana. S	Sathya
38	Deekshith. B. S	Deekshith
39	Nikhil	Nikhil
40	Amruth. C. Nayak	Amruth
41	KARTHIK. S	Karthik
42	John. Dias	John
43	Rohith. B. A	Rohith
44	Nivedha. m	Nivedha
45	Merlin. Roy. A	Merlin
46	Swathi. V. A	Swathi
47	K. S. Nireeksha	Nireeksha
48	Lilith. Chandia. C	Lilith
49	B. M. Rithvik	B. M. Rithvik
50	Tejas. Kalyan. S	Tejas
51	Ganesh. R. K.	Ganesh
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