

## Expert Lecture on Business Analytics: Opportunities and Challenges

The Department of Management Studies organized an expert lecture on *Business Analytics: Opportunities and Challenges* on **March 28, 2025, at 11:30 AM**. The session was conducted by **Dr. Hamendra Dangi**, Professor at the **Delhi School of Economics, University of Delhi**.

Dr. Dangi opened the session with the thought-provoking statement: "*If you cannot measure it, you cannot manage it.*" He then guided the audience through the fundamental concepts of **Analysis and Analytics**, emphasizing its three core components—**data, methods, and techniques**. He explained that analytics is about observing, identifying patterns, and generalizing data to drive meaningful insights.

The session provided an in-depth understanding of the different types of analytics, illustrated with relatable examples:

- **Diagnostic Analytics** – *Example: Taare Zameen Par*
- **Descriptive Analytics** – *Example: Ramanujan*
- **Predictive Analytics** – *Example: The Big Bull*
- **Prescriptive Analytics** – *Example: Dangal*

Dr. Dangi also discussed the growing significance of **business analytics** in today's world and encouraged students to explore the field further. He specifically recommended gaining proficiency in **programming languages like Python** to enhance analytical skills.

The session concluded with an inspiring message: "*Skipping is not the solution to a problem.*"

The event received overwhelmingly positive feedback, with attendees appreciating the insightful content and engaging delivery. Faculty members Prof. Dr. Ashutosh Nigam and Prof. Dr. Sapna Taneja coordinated the session.





