

## Business Analytics for High Performance

### About the program:

Business Analytics is an important component of most successful modern businesses. However, the definition of this term can be rather ambiguous, and is constantly changing. In a nutshell, Business Analytics can be defined as a set of applications, practices, skills, and technologies designed for investigating and analyzing business performance in order to achieve more strategic decision-making and structuring in the future.

Business process analytics, however, does not have to follow a universal approach. There are many different ways to investigate and analyze business performance in order to restructure processes for more profitable results. And the fact of the matter is that the ways and means of achieving this essential investigation and analysis are not set in stone.

So where will business analytics be in the future, and how will people and organizations use it? Forecasting from the experts, faster processing capabilities, mobile applications, more social decision making models are some of the ways organizations are going to use Business Analytics in the future.

This program on Business Analytics offers an introduction to its essence, providing details of the analytics tools employed across the industries today using IBM Cognos Analytics. From banking to telecommunication, from retail to health care, from transportation to manufacturing, the analytics tools are transforming ways to optimize business. Thus the course will boost the confidence of managers not only in the research, consultancy and the analytics sectors but also in all the sectors where data driven decisions are taken.

### Objectives:

- To apply the right analytics tool for a given business problem
- To elucidate how analytics contribute to strategy

### Content:

- Exploring data to find new patterns and relationships (data mining)
- Explaining why a certain result occurred (statistical analysis, quantitative analysis)

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- Experimenting to test previous decisions (A/B testing, multivariate testing)
- Forecasting future results (predictive modeling, predictive analytics)

## Methodology:

- Business Analytics Lab Based Hands on Training – IBM Cognos Analytics
- Case Study Discussions – With IBM Practitioners
- Lectures & Discussions

## Who may attend?

Appropriate set of attendees may be mid to senior level managers not only in the research, consultancy and the analytics sectors but also in all the sectors where data driven decisions are taken.

## Expected outcome:

- Develop an understanding of business analytics and its importance in taking managerial decisions
- Solving business problems by applying analytics to generate strategic decisions for business
- Selection of the right business analytics tools and techniques

## Resource Person:

Nitin Sachdeva is a thorough researcher with over 12 years of academics and corporate experience in the field of operations research and business analytics. With a PhD in Operational Research with strong emphasis on quantitative modeling in the areas of software warranty, product and big data projects adoption, he has been extensively involved in research activities in the areas of mathematical modeling in diffusion marketing and software reliability, including diffusion of multigenerational products, warranty analysis in marketing, software up-gradation and software release policy in software reliability. He has published extensively in the international journals of repute like International Journal of System Assurance Engineering and Management, International Journal of Technology Marketing, International Journal of Procurement Management, Journal of Management Analytics, Journal of Business Analytics. He has to his credit several research paper presentations at world recognized international conferences sponsored by IEEE, Springer, Organized by University of Delhi, Lulea University of Technology, Amity University to name a few. He has worked with both international and national organizations like FIIB, IMT Ghaziabad, Amity University in the educational sector, and Cvent India Pvt. Ltd., V2 Learn, InfoEdge Management Consulting Pvt. Ltd., in the corporate sector.

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He is a lifetime member of Society for Reliability Engineering Quality and Operations Management (SREQOM). He has always been involved in promoting management and technical education through activities like International Conferences, Seminars, Workshops and Faculty Development Programs.

**Venue:** FIIB Campus, New Delhi

## **Registration Details:**

For details regarding registration process and other queries please contact our MDP cell at:

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