

Report on Guest Lecture: Overview of Business Analytics and Its Importance in Decision Making

Asymptote, The Mathematics Department, in collaboration with IQAC, successfully hosted a guest lecture on the “Overview of Business Analytics and its Importance in Decision Making” on the 21st of November at the Mata Sahib Kaur Auditorium. The event garnered enthusiastic participation from approximately 40 students. The distinguished speaker for the occasion was Aanchal Phittela, an Assistant Professor at IILM University, GN, boasting over 5 years of teaching experience. Currently pursuing a Ph.D. in Computer Science and Engineering at IIT Ropar, Ms. Phittela’s teaching philosophy centers around real-world problem-solving, emphasizing the application of theoretical knowledge. Proficient in C, C++, Python, and research, she adeptly bridges the gap between academia and practical implementation.

The event commenced with an opening address by Ekangi Valecha, the Vice President of Asymptote. Then Dr. Amarjeet Kaur Sahni introduced the speaker to the enthusiastic crowd. Following this, Dr. Rama Verma was invited to introduce and facilitate the speaker. Ms. Phittela delved into the fundamentals of business analytics, with a primary focus on its implications for students’ career goals post-graduation. The session was highly interactive, with Ms. Phittela providing insights into converting big data into meaningful and systematic information. Covering various aspects of data analysis, she illustrated the sorting of big data and demonstrated the use of tools such as SQL, Excel, R, and Python. Tailoring her discussion to the audience of mathematics students, Ms. Phittela elucidated on how these tools could streamline complex calculations. The lecture seamlessly integrated practical examples, making it relatable and engaging for the students.

A significant portion of the session was dedicated to exploring career options in business analytics. Ms. Phittela shared valuable insights on post-graduation exams, including guidance on MBA, CAT, and GATE. The attendees actively participated, posing questions that were met with the speaker’s enthusiasm and comprehensive responses. In conclusion, the guest lecture proved to be informative and beneficial for all participants. Dr. Preeti extended gratitude to the speaker and the audience, emphasizing the valuable knowledge gained during the session. The event not only broadened the students’ understanding of business analytics but also provided valuable guidance for their future career paths.