Management Development Program

Topic : Analytics Essentials for Business

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Industry Partner : Social Catalyzers, India

About the activity :

According to Forbes, every company is a technology company, no matter what product or service it provides. Today, every company is a data company. Whether they know it or not. The companies that embrace this fact are the ones that shape our world. No company can make, deliver or market its product efficiently without technology and data.

To remain relevant, leaders and professionals must understand how data affects their businesses. It means really understanding how data organically flows through the business and shapes the market and customer demands and supply synergies.

In this MDP, professionals were trained on aspects of :

- Who can leverage data and how
- Attain business expertise to reimagine customer experience using data and business analytics
- New dashboard innovation or bring in business efficiency

Deliverables and key learnings :

- Strong expertise in the power of data
- Foundation in technologies for exploring and analysing data
- Practice in communicating insights from data
- Exposure to applying machine learning algorithms in various business scenarios
- Ultimately converting a business problem to analytics problem thereby helping build business processes and strategies underpinned by technology.