



# Business Analytics



## Introduction (Programme)

Data analytics is crucial as it empowers organizations to derive valuable insights from vast data sets, enabling informed decision-making. By analyzing trends, patterns, and correlations, businesses gain a competitive edge, optimize processes, and identify opportunities for growth. Data analytics transforms raw data into actionable intelligence, facilitating a deeper understanding of markets, customer behavior, and operational dynamics, ultimately shaping a more agile and adaptive business landscape. This programme aims to provide participants with a comprehensive understanding of business analytics, hands-on experience with analytical tools, and the ability to apply analytics in strategic decision-making. The combination of theory, practical exercises, and case studies ensures a well-rounded learning experience.

## Objectives

The program objectives are:

- To equip participants with the necessary analytical skills to effectively collect, process, and interpret data.
- To empower participants to make informed, data-driven decisions by providing them with the knowledge and tools to extract meaningful insights from complex datasets.
- To foster strategic thinking by integrating business analytics into strategic planning processes.
- To provide applications of business analytics through case studies and projects.

## For Whom

The program is designed for faculty members, practitioners, research scholars, and managers in the industry.

## Pedagogy

The program pedagogy will include various methods of training such as lectures, discussions, hands-on exercises, and modeling on software.

## Programme Director



### Dr. Jighyasu Gaur

Assistant Professor, Operations Management and Quantitative Techniques

Dr. Jighyasu Gaur is a faculty in the Department of Operations Management and Quantitative Techniques in Health Care Management at IIM Raipur. Dr. Jighyasu Gaur has over 15 years of academic experience. He has received several awards including the Emerging Economies Doctoral Student Award (EEDSA) 2012 from the Production and Operations Management Society (POMS), USA. He was a visiting scholar at the University of Memphis, the USA during 2011-2012. He has published research papers in reputed journals, including Omega, Journal of Cleaner Production, International Journal of Production Research, Journal of Business Research, Annals of Operations Research, and Journal of Strategic Marketing. He teaches courses such as Operations management, Supply chain management, Reverse supply chain, Managerial statistics, and Business research methods.