

IMS Workshop on
Business Intelligence with association of E-cell IIM Kolkata
Date 30th & 31st January 2023
Coordinators: Dr. Anindita Chatterjee and Mr. Avnish Vyas



In today's dynamic business environment ,technology plays a crucial role .As businesses strive to make their business models more advanced in the wake of a technology driven industry , and as everything rapidly shifts online ,one thing that still remains the same is Data .Data collection and analysis has remained constant in aiding to the decision making process even though the treatment may vary from industry to industry. But the problem is how to

identify , collect ,channel and process this data to make informed decisions ?

This was the problem that was discussed in the ongoing workshop on Business Intelligence organized by Institute of Management Studies, DAVV .Business intelligence being the tool that allows an organization to make decisions that are guided not just by anecdote or a small collection of data, but with a complete picture of data.

This two day workshop led by trainer Miss Aastha Wahi, a former executive at KPMG India and a research associate at EY Ernst and Young India , focused on making the students aware of the various tools and technologies used in capturing and analysing data.



With special attention on teaching the students how to use Power Bi and Tableau , the two most widely used interactive data visualization tools , to enhance their skills as prospective industry professionals .The workshop also gave students a platform to better streamline their thoughts and express their ideas and opinions on different real time problems faced by businesses today. Students actively participated in the problem solving activities and came up with creative and lucrative ideas that were feasible and efficient.

The workshop provided students with an opportunity to discuss complex corporate issues and find creative ways to resolve them with their peers cooperation. Many of them debated on the issues

that they faced in their experience and put forth their plan of action to face the same with help of these business intelligence tools .

With appropriate guidance from Miss Aastha students were also able to overcome hurdles they faced in implementing these tools and were able to resolve a lot of their queries on data management and analysis .

The workshop proved to be an eyeopener for students who got to understand and imbibed true corporate culture from the perspective of the individuals working in the industry.

