



**K L University**  
(Koneru Lakshmaiah Education Foundation)  
Estd. u/s 3 of UGC Act 1956

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Constituent College KLCE Accredited by NAAC with CGPA 3.76/4.00  
Approved by A.I.C.T.E ± Accredited by N.B.A.± ISO 9001-2000 Certified

**Two Weeks Refresher Course**  
**on**  
**Business Analytics - 6<sup>th</sup> to 18<sup>th</sup> July 2017**  
**By**  
**Department of Management Studies**  
**And**  
**Academic Staff College**

**Program Coordinator: Dr. D. Prasanna Kumar,**

- To expose the faculty towards latest developments in the area of Business Analytics.
- To Enhance the knowledge and information from the Industry point of view
- To be able to identify latest key research areas and methodologies in M.B.A.

Business analytics (BA) is the practice of iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis. Business analytics is used by companies committed to data-driven decision-making.

BA is used to gain insights that inform business decisions and can be used to automate and optimize business processes. Data-driven companies treat their data as a corporate asset and leverage, it for a competitive advantage. Successful business analytics depends on data quality, skilled analysts who understand the technologies and the business, and an organizational commitment to data-driven decision-making.

To make the students industry ready business school of KLU is scrambling to integrate analytics training into the curriculum, hence the refresher course is conducted.

**Key Note Person: Dr.D.Srinivasa Rao, K L U, Vaddeswaram from 06.07.2017 to 18.07.2017**



Dr.D.Srinivas Rao, KLU delivering session on business analytics

## **Two Weeks refresher course consists of the main discourse on**

- The understanding business problems, how to solve them, techniques of big data, analysis and evaluation of data through unit of study, variables, observation and data set.
  - The Importance of panel regression through Normality, Linearity and homo-scarcity and their variables types and data structures in brief manner.
  - The programming of R and Integrated Development Environment through Data Editor, compiler and Interpreter and graphic window and briefed about functions.
  - The Elucidation about data types and data frames in R programming very clearly and listed out the logic of data analysis and its introduction.
  - The Demonstration of data analysis types such as univariate, bivariate and multivariate analysis in a user friendly manner.
  - The explanation on the characteristics and programming of R in Uni-variate, bi-variate and multivariate analysis
  - The vindication of the qualitative and quantitative data in R programming
  - The justification of the categorical variables in R-Programming.
  - The illustration of the different variables which fit to the data analysis in R-Programming
- The refresher course was concluded by summarising the various key factors discussed and later the participants expressed their reviews on the refresher course. The participants were issued certificates.



Participants actively listening to the session



Dr.V.Rajesh, Principal, ASC addressing the members to make best of the refresher course

### **The outcomes of the refresher course**

The members comprehended the relevance of understanding of business analytics  
The members gained exposure to how to do R programming in analysis of data

The members are ready to impart same to the students



Participants giving their responses over the refresher course



Participants receiving participant certificate