

SRIMCA-MBA, Uka Tarsadia University Organized an Expert Session on “Data Analytics and Business Decision Making”

Name of the Resource Person: Dr. Smruti Bulsari

Designation/ Affiliation: Director- Research Fellow, NIHR-ARC; University of Essex

Participants: SYMBA, BBA and B Com. (Male: 150, Female: 100)

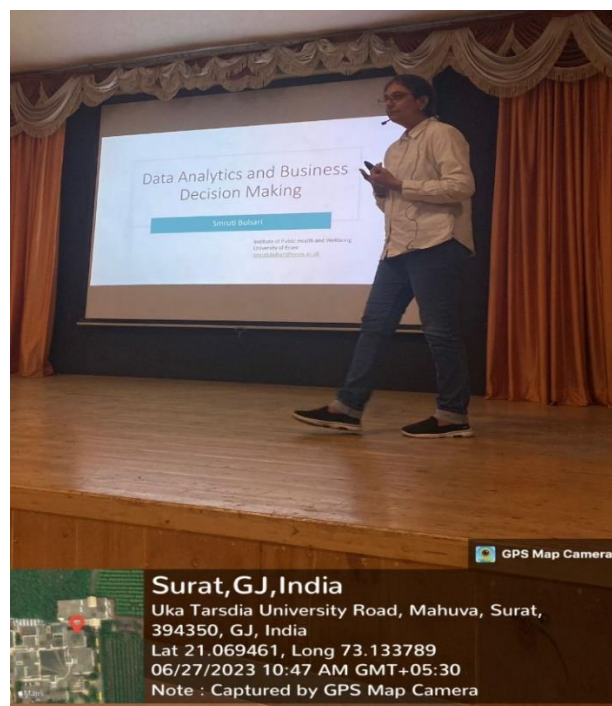
Date: 27.06.23

Time & Duration: 10:30 am – 12:00 pm

Coordinator: Dr. Swapnil Chaurasia

Venue: Shrimad Hall-SRIMCA Building

An expert session on “Data Analytics and Business Decision Making” was organized as by SRIMCA-MBA for SYMBA, BBA and B Com. students a part of one day workshop on ‘Modern Management.’ The session was conducted by Dr. Smruti Bulsari, Research Fellow, NIHR-ARC; University of Essex, United Kingdom to orient students about one of the most demanded domains, Data Analytics. The session included introduction to Data and Data Analytics, difference between Analysis and Analytics, Types of Analytics and their applications in the field of Finance, Marketing and HR. Dr. Bulsari also highlighted the issue of noise in data and focused upon important software and tools for data analytics which are of great significance in the field of academia and research. The session concluded with sharing research works and findings of the studies conducted at a large scale towards employee retention along with the tests incorporated for the analysis. The session overall had a great impact and poised to be of significance especially for future research studies that can be conducted by students and faculties. The session concluded with a sincere vote of thanks by Dr. Kruti Bhatt.





FACULTY OF COMMERCE & MANAGEMENT SRIMCA-MBA



Organises Sessions on MODERN MANAGEMENT

Data Analytics & Business Decision Making

Dr. Smruti Bulsari

NIHR ARC Research Fellow
(Institute of Public Health & Wellbeing
University of ESSEX, UK)



About Her

UK Data Service Certified Safe Researcher. She has wide experience in teaching, research and working with data, including big data. Her research areas are Dementia Care, Vulnerability, Social sciences, Gender (esp. women), and Economy: focus on Human Development and policy analysis.

 **27th June 2023**

 **10:30 to 12:00pm**

 **Shrimad Hall, UTU**



utu.malibacampus.srimcamba.utu