SRIMCA-MBA, Uka Tarsadia University organizes an expert talk on Career Opportunities in Business Analytics

Name of the Resource Person: Dr. Smruti Bulsari

Designation/ Affiliation: NIHR Research Fellow at University of Essex, UK

Participants: FYMBA Students (120)

Date: February 1, 2024

Time & Duration: 10:30- 11:30

Venue: Shrimad Hall

Coordinator: Dr. Krunal Patel

The session on career opportunities in business analytics aimed to provide an overview of the current trends and prospects in this domain, as well as the skills and qualifications required to pursue a successful career in business analytics. The session also addressed some of the common questions and challenges faced by aspiring and practicing business analysts, and offered some guidance and resources for further learning and development.

The session explained the definition, scope, and applications of business analytics, and highlighted its benefits and challenges for businesses and society. The session also explored some of the emerging and high-demand sectors and industries that use business analytics, such as healthcare, education, e-commerce, and social media

The session outlined the core competencies and knowledge areas that business analysts need to master, such as analytical thinking, problem solving, communication, and project management. The session also introduced some of the popular and widely used tools and platforms that business analysts use to perform data analysis and visualization, such as Excel, Python, R, Tableau, and Power BI. The session also recommended some online courses, books, and blogs that can help learners acquire and improve their business analytics skills and tools.