



Lloyd Business School

Ladder Of Success

Lloyd Business School, Greater Noida

Workshop on IBM Planning Analytics

Event Report

Event Name: IBM Planning Analytics	Event Date: 22 nd March to 24 th March, 2022
Faculty Coordinators: Dr. Neetu Kamra & Ms. Neha Issar	Event Timings: 10:00 AM- 12:30 PM
Participants: 80	Venue: IBM Lab, Lloyd Business School, Greater Noida
Guest Speakers: Dr. Neetu Kamra & Ms. Neha Issar	MOC: Offline

Expected Outcome:

- To empower students with the understanding of Planning Analytics, which helps enterprises worldwide move faster, work smarter, and lead the way forward with an end-to-end solution for getting value out of data.

Detailed Report:

A workshop for Planning Analytics was conducted for PGDM Students Batch 2021-23 on 22nd March and 24th March 2022 at Lloyd Business School. Business Analytics Club ‘Grey Matter’ at LBS, coordinated this Workshop on IBM Planning Analytics: The Way Forward for Companies”. Many small to large organizations rely on error-prone spreadsheets and manual processes for their business planning needs. Businesses need to evolve their planning and

analysis strategies to include. This means creating a single source of truth to streamline planning, manage performance and build alignment across the enterprise. The session was intended to share the work of OLAP (online analytical processing) for management students in data handling and reporting using the IBM Planning Analytics Tool. IBM Planning Analytics with Watson recognized as a 2021 Gartner Peer Insights Customers' Choice in the Cloud Financial Planning & Analysis market. The students were introduced to the concepts of analytics and OLAP. Also, hands-on training was provided to students; the session was conducted in two parts.

The session was conducted by Dr. Neetu Kamra, Associate Professor, LBS, and Ms. Neha Issar, Assistant Professor, LBS, who are trained trainers for IBM planning analytics from IBM. The session was received with much appreciation and learning by the students.

Learning Outcomes:

- Planning Analytics provides a range of powerful features that enable users to analyze and visualize data effectively, collaborate with colleagues, and make informed decisions based on data-driven insights.

Report Prepared by

(Dr. Neetu Kamra)