



**Lloyd Business School, Greater Noida**

**Workshop on Sectoral Analytics**

**Event Report**

<b>Event Name:</b> Workshop on Sectoral Analytics	<b>Event Date:</b> 9 <sup>th</sup> November and 11 <sup>th</sup> November, 2022
<b>Faculty Coordinators:</b> Ms. Neha Issar and Dr. Neetu Kamra	<b>Event Timings:</b> 10:30 AM onwards
<b>Number of Participants:</b> 75	<b>Venue:</b> IBM Lab, Campus 1, Lloyd Business School, Greater Noida
<b>Guest Speaker:</b> Mr. Aman Bakshi	<b>MOC:</b> Offline

**Expected Outcome:**

- To inform students of the practical use of tools in current business scenarios. The workshop also intends to help students visualize sectoral data through quantitative analysis.

**Detailed Report:**

An insightful and informative session on ‘Sectoral Analytics’ was conducted by dr. Aman Bakshi sir, attended by the management students on 9th Nov’2022 and 11<sup>th</sup> Nov’2022. The workshop started with us learning the essence of marketing and its types- traditional and advanced. We got practical knowledge of creating dashboards in Excel. Also, we got our hands on ‘Cognos’ a very efficient tool by IBM, and created dashboards. With this, we came to the end of our first day of the workshop.

Day two of the workshop started with students getting practical knowledge of ‘Wrike’, which makes it easy for every team to find effective and efficient ways to work as one. Later,

students completed a certification course on 'sectoral analytics advanced marketing' issued by IBM. Students became aware of the strategies that help businesses build customer relationships by deeply diving into all aspects of their marketing and the importance of key performing indicators.

The workshop ended with a felicitation ceremony for Sir and the organizing committee. The main takeaway from this workshop was that today, data back everything up, and making data visually attractive and comprehensible is a need of the hour.

In conclusion, it is important to be updated and challenge yourself constantly. When you believe in something, it will happen.

**Learning Outcomes:**

Students gained practical knowledge of advanced Excel, IBM-Cognos, and Wrike. They also learnt about the importance of marketing and completed certification in 'Sectoral Analytics- Advanced Marketing'.

**Report Prepared by**

(Ms. Neha Issar)