



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*



# Business Intelligence And Analytics

October 21 - 23, 2024 | IIMK

## Overview:

The basic objective of the Programme is to expand the use of analytics to a broad range of consumers both traditional and non-traditional business users. This will familiarize the participants with the use of new BI and analytics technologies to handle specifically big data. The participants will learn about the extraction of useful information and knowledge to gain actionable insight on large volumes of data in order to improve decision making. This will enable the participants on how to use in a better way the fundamental concepts in business and think analytically. Essentially they will learn how to leverage effectively the analytical data through the use of various tools and techniques. This will enable them to see data as a strategic asset to envision opportunities for improving data-driven decision making and data-oriented competitive threats through a competent interaction with the business and its environment.



## Coverage:

The Programme will cover the following topics:

- Data Science and Analytics
- Analytical Thinking
- Using data science for transforming information into insight
- Business Intelligence and Business strategy
- Decision Making Under Uncertainty
- OLAP technology
- Predictive Modeling
- Cluster Analysis
- Association rule mining
- Advanced business intelligence and analytics
- Competing on analytics
- Various applications such as Churn- Analysis, Market segmentation, Credit Scoring etc.

## Pedagogy:

The pedagogy for the Programme will be a mix of lectures, case discussions and hands on training on relevant software.

## Participants Profile:

The Programme is aimed at middle level executives/ management professionals/ Business Analysts.

## Facilitator:



**PROF. SREEJESH S**  
Indian Institute of Management  
Kozhikode, Kerala

## Programme Fee:

Rs. 50000(Residential),  
Rs. 40000 (Non-Residential) + GST @ 18%





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