

## MANAGEMENT DEVELOPMENT PROGRAMME

# Business Analytics for Managers: Turning Insights into Actions



### Overview

Today Data driven decision making is becoming the norm in organizations. Every business manager needs to be equipped with the knowledge and skills pertaining to data and analytics. This program introduces participants to Business Intelligence (BI) and Analytics, tracing its evolution and highlighting how analytics has emerged as a competitive strategy for modern businesses. Participants will explore essential tools and techniques, understand the role of Big Data, and learn about data lifecycle management. A hands-on session on Self-Service Analytics using Power BI will empower users to create impactful dashboards. The program also covers Text Analytics to extract insights from unstructured data and examines the transformative business applications of Large Language Models (LLMs). Overall, it aims to build practical analytics skills to drive data-driven decision-making.

### Key Topics Covered

- Introduction to Business Intelligence and Analytics
- Evolution of Business Analytics
- Emergence of Business Analytics as a Competitive Strategy
- Tools & Techniques for Business Analytics
- Big Data in Business
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- Data Lifecycle & Management
- Self Service Analytics using Power BI
- Text Analytics for Business use cases
- Use of LLMs in Business

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Programme Director

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#### Mode of Delivery:

On Campus - Mumbai

#### Duration:

2 Days

#### Programme Dates:

12th - 13th September 2025

#### Programme Fees:

INR 25,000+GST

10% Early Bird Discount and  
Group Discounts Available

## Who Can Attend?

- Early to mid-level professionals interested in building a strong foundation in modern business practices using advanced analytical approach.
- Senior managers and consultants who have an analytical mindset and want to advance their data analytics skills for effective business decision-making.
- Entrepreneurs keen to revitalize their business offerings by aligning customer insights towards enhancing their products and services.

## Objectives

Participants will understand key concepts of Business Intelligence, Analytics, Big Data, and emerging technologies like LLMs, and their relevance in driving competitive advantage. They will develop hands-on skills in data management, Open MDP Details visualization (using Power BI), and text analytics to solve real-world business problems. By the end of the program, participants will be equipped to apply analytical thinking and self-service tools to make more informed and strategic business decisions.

## Pedagogy

- ✓ Interactive discussions & classroom activities
- ✓ Caselets and case studies
- ✓ Peer learning
- ✓ Immersive learning

## Certificate of Participation

A certificate of successful participation by S.P. Jain Institute of Management and Research (SPJIMR) will be issued to each delegate at the completion of the programme.



## Connect with Us

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