



योग: कर्मसु कौशलम्  
IN PURSUIT OF PERFECTION

Vivekananda Institute of Professional Studies  
Vivekananda School of Information Technology

**Webinar**  
**on**  
**Role of Business Intelligence**  
**and**  
**Analytics in the Industry**

A global pandemic has changed the world economically. Every business is getting affected by this time and when everything is going unproductive. On 30th May 2020, a webinar was conducted by ACE, the technical society of Vivekananda School of Information Technology, VIPS on "Role of Business Intelligence and Analytics in the Industry". The session was organized by Prof. Deepali Kamthania and anchored by Ms. Pavithra Gurumurthy, Business Intelligence and Analytics consultant, Thorogood Associates. It was attended by around 60 students.

The motive of the session was to provide a better view of Data Analysis, Problem-solving, Advanced vision and attention to detail, Big Data Developer, BI Consulting, Database Applications Development, and Data Warehouse where students were answered for all their doubts and confusions. Students got to know how BI solutions help an organization in increased productivity as it focuses on the key aspects of the business. Implementation. BI tools save extra time and money by eliminating worries of data duplicity. With the aid of a BI solution, organizations can gain new insights about consumer behaviour. It also helps in understanding the current market trends.



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The motive of the session was to provide a better view of Data Analysis, Problem-solving, Advanced vision and attention to detail, Big Data Developer, BI Consulting, Database Applications Development, and Data Warehouse where students were answered for all their doubts and confusions. The benefits of business intelligence were also covered during the webinar where the students got to know that BI solutions help an organization in increased productivity as it focuses on the key aspects of the business. Implementation of BI tools saves extra time and money by eliminating worries of data duplicity. With the aid of a BI solution, organizations can gain new insights about consumer behaviour. It also

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helps in understanding the current market trends. The webinar also covered how the vast majority of us are a combination of unable and unexcited to use business intelligence tools and technologies on a regular and consistent basis.

