



MetriX
BUSINESS ANALYTICS

VOLUME-II

2024



Ishunya
Empowering Growth Through Analytics



N. L. Dalmia
**Institute of Management
Studies and Research**
(A School of Excellence of N. L. Dalmia Educational Society)

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Founded in 1995 by Shri Niranjanlal Dalmia, N. L. Dalmia Institute was established on principles of academic excellence and holistic development. His vision was to create an Institution that not only imparts knowledge but also shapes leaders of tomorrow. Since its inception, the Institute has consistently cultivated individuals who redefine success, excelling academically while being socially responsible.

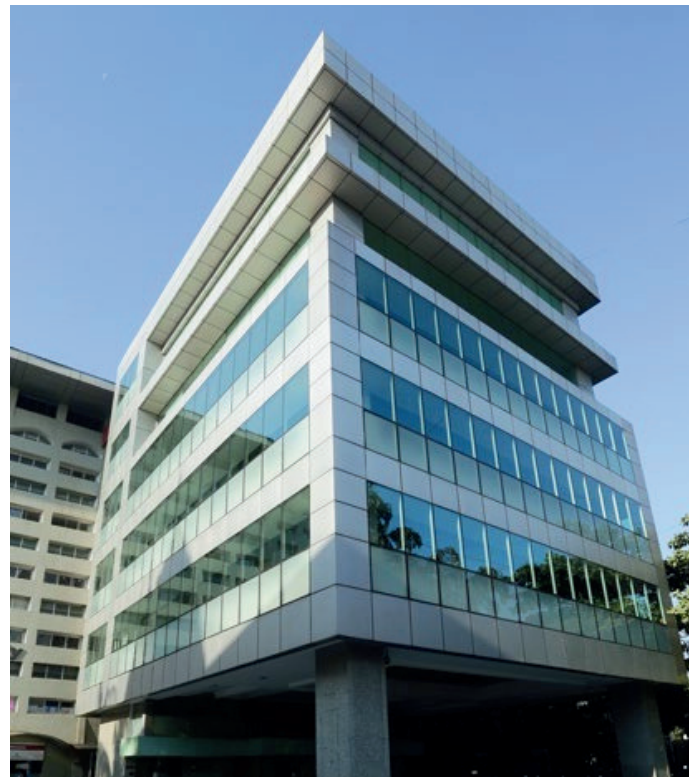
The Institute holds approval from the All India Council for Technical Education (AICTE) and has been accredited with an A+ Grade by the National Assessment and Accreditation Council (NAAC) in its 2nd Cycle and the South Asian Quality Assurance System (SAQS) for 5 years, attesting to its academic excellence and infrastructure. Its Post Graduate Diploma in Management (PGDM) program holds accreditation from the National Board of Accreditation (NBA), ensuring highest industry standards and is also approved by the Association of Indian Universities (AIU), making it equivalent to an MBA which empowers students to thrive in today's dynamic business environment.

The Institute is proud to be a member of esteemed associations like AACSB, AIMA, AIMS, BMA, CII, EFMD, IMC, IFA and AMDISA, which enhance its reputation among academia and industry professionals. It hosted the 12th edition of the prestigious India Finance Conference (IFC), becoming the 4th and only non-IIM partner of the Indian Finance Association (IFA) in 2023, alongside IIM Ahmedabad, IIM Bangalore and IIM Calcutta.

Each program blends theoretical knowledge with practical application, equipping students with skills demanded by today's competitive business landscape. N. L. Dalmia is committed to accessibility, flexibility and continuous academic excellence through its Open and Distance Learning (ODL) and Online Learning (OL) programs, empowering learners to upskill, upgrade and unlock new opportunities. The Institute also offers an Executive PGDM program specifically designed for working professionals to gain a competitive edge.

The infrastructure, including South Asia's largest standalone Bloomberg lab with 24 terminals, a state-of-the-art library, modern technologically equipped classrooms, an ICT lab with industry leading tools and an auditorium with a seating capacity of 320, reflects its commitment to a holistic learning environment. Recognised as India's 1st Bloomberg Experiential Learning Partner (ELP), the Institute's students have achieved notable records in the Asia Book of Records, World Book of Records and India Book of Records.

N. L. Dalmia Institute of Management Studies and Research stands as a testament to its unwavering dedication to shaping futures and fostering a legacy of lifelong learning and eagerly anticipates scaling new heights and setting benchmarks in the realm of management education.



Mr. Mudit Dalmia

Vice President - N. L. Educational Society



Mr. Mudit Dalmia is the Vice President of N. L. Dalmia Educational Society. He is an Industrial Engineer from Northeastern University in Boston, USA. His remarkable academic achievements include earning a spot on the Dean's List and topping the program in the University showcasing his dedication and exceptional performance during his university years.

During his career, Mr. Mudit worked at SAS, a leading analytics solutions company, where he held the roles of Data Scientist and Senior Technical Consultant. In these capacities, he contributed significantly to various high-profile projects, demonstrating his expertise and problem-solving skills in the field.

Carrying forward this knowledge and practical understanding, Mr. Dalmia helps empower the cutting edge PGDM Business Analytics program and curriculum at N. L. Dalmia Institute of Management Studies and Research given his industry experience and vision of the future landscape of Analytics and Data Science. His commitment, profound expertise, and leadership stand as the program's vital pillars.



Prof. Dr. Seema Saini

CEO - N. L. Educational Society



Prof. Dr. Seema Saini is the CEO of N. L. Dalmia Educational Society.

Dr. Seema Saini brings with her extensive experience of 32 years in the field of Education. Academically she is honoured with PhD from Mumbai University and has a Master's Degree in Economics (Mumbai University) and a Masters in Human Resource Development from Xavier University, Cincinnati (USA).

Furthermore Dr. Seema Saini is professionally certified in various areas:

- Project Management from Project Management Institute, Pennsylvania (USA).
- "Excellence in Higher Education" from Indian School of Business (ISB), Hyderabad, India.
- Certification in Strategic Leadership from Indian Institute of Management (IIM), Ahmedabad, India.
- Design Thinking Program by Harvard Business School.

Dr. Saini is an honorary member of National Advisory Council of the SME Chamber of India. While in the USA, ma'am was on the board of Cincinnati chapter of American Society of Training and Development (A.S.T.D.).

Dr. Saini is on the Panel of Inspectors by the Council for the Indian Certificate School Exams & the Vice President of Association of ICSE Schools of Maharashtra Region. She has also published papers in International Journals and Conference Proceedings. Her educational leadership promotes the success of all students while facilitating development, implementation and stewardship of a vision for learning. Continual innovations in the education system are her guiding principles.



Dr. M.A. Khan

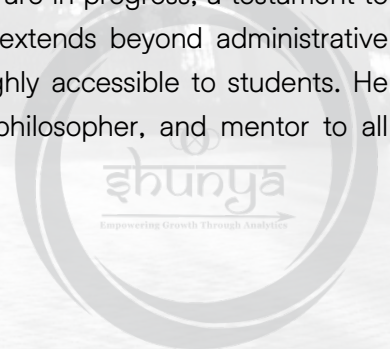
*Director - N. L. Dalmia Institute
of Management Studies and
Research*



Dr. M.A. Khan is the Director of N. L. Dalmia Institute of Management Studies and Research is a distinguished and highly qualified professional, bringing a wealth of experience and expertise to the world of academic administration. Having served as the Registrar of the University of Mumbai, Director of the Sydenham Institute of Management Education Research & Entrepreneurship, Mumbai, and CEO of the HCOI, Ministry of Minority, Government of India. Dr. Khan has exhibited remarkable technical expertise and an unwavering commitment to academic excellence.

In his recent tenure at N. L. Dalmia Institute of Management Studies and Research (NLDIMSR), Dr. Khan has achieved remarkable milestones, underscoring his commitment to excellence. The institute, under his leadership, has secured prestigious accreditations such as NAAC, NBA, and AIU certifications. Additionally, the institute has received sanction for Online Distance Learning and Online Courses for 13 programs each, a testament to Dr. Khan's forward-thinking approach to education.

Dr. Khan is recognized Ph.D guide of University of Mumbai for Management Studies. Under his guidance, eight students have successfully completed their Ph.D. programs, and currently, six more are in progress, a testament to his commitment to nurturing the next generation of scholars. Dr. Khan's impact extends beyond administrative achievements. He is known for his humility and cooperative spirit, making him highly accessible to students. He goes beyond the traditional role of an administrator and has become a friend, philosopher, and mentor to all students under his guidance.



Prof. Amul Desai

HOD - Business Analytics



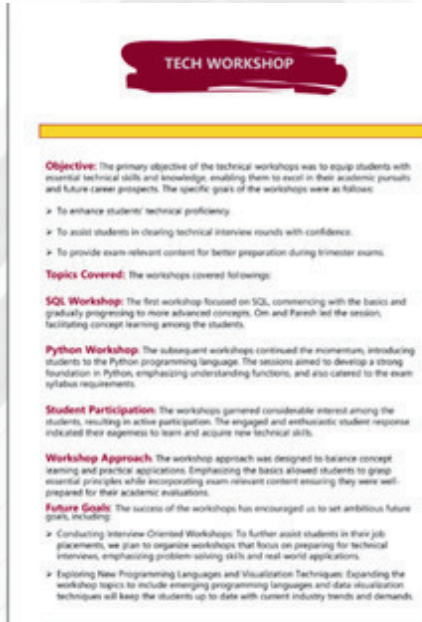
Prof. Amul Desai is the HOD of the Business Analytics Department of N. L. Dalmia Institute of Management Studies and Research.

Amul Sir has a solid background in business analytics, leading to his role in managing his consulting firm with a focus on finance, telecom, and insurance. At N. L. Dalmia, he's committed to educating the next generation of analytics professionals. He aims to share practical knowledge and insights from different fields, highlighting his dedication to improving business analytics education. His work is central to preparing students to become future leaders in the industry.



1. Shunya Magazine:

We publish "Shunya," covering the latest trends and insights in the industry, with contributions from professionals and students alike.



2. Guest Lectures and Workshops:

We organize insightful guest sessions and technical workshops, featuring industry experts sharing their knowledge on the latest tools and techniques in Business Analytics.



Resume building session by Dr. Sourav Choudhury

3. Industrial Visits:

We facilitate industrial visits to leading companies, giving students hands-on exposure to real-world business analytics applications.

4. Knowledge Series:

We conduct internal student-led sessions, encouraging peer-to-peer learning on various analytical topics.

5. DecodeX Hackathon:

We host DecodeX, a 24-hour analytical hackathon where students solve analytical case studies, presenting data-driven insights to real-world business challenges.



Through these initiatives, the Metrix Committee fosters a collaborative learning environment, bridging the gap between academia and industry in the analytics domain.

DeCodeX is a premier 24-hour analytical hackathon organized by the MetriX Committee at N. L. Dalmia Institute of Management Studies and Research. It challenges participants to take on challenging case studies in a short amount of time. Top talent from the business management curriculum is drawn to this demanding event, which acts as a true test of analytical prowess.

The event kicks off with inspiring speeches from esteemed institute leaders, highlighting the importance of analytical thinking, teamwork, and innovation. Adding to the inspiring atmosphere is a podcast session featuring a famous YouTuber, engaging participants in discussions on contemporary issues and fostering thought-provoking dialogue.



DeCodeX offers a diverse range of skill-building workshops for participants, including:
Introduction to BSE/NSE: A comprehensive look into stock markets and investment opportunities.

Unlocking GPT's Power: Exploring the real-world applications of GPT technology.

MBA Entrance Exam Insights: Providing guidance for aspiring management students.

Introduction to Data Analytics: A foundational overview of analytics and its significance in modern industries.

To elevate the energy of the event, a dynamic performance by a renowned rock band takes centre stage, transforming the atmosphere with electrifying music and vibrant stage presence. The band's infectious energy lifts the spirits of participants, providing a much-needed break from the intense problem-solving sessions and fostering a sense of camaraderie among attendees. The exhilarating performance leaves a lasting impression, adding a memorable highlight to the already thrilling atmosphere of DeCodeX.

On the second day, participants gain insights from industry leaders in digital strategy, financial services, and business intelligence. Experts from companies like YES Bank, Credilio, and Amazon India share valuable perspectives on using analytics to drive business success, offering inspiration and practical knowledge.

The event culminates with presentations from the top five teams, each unveiling their innovative solutions in predictive analytics and financial modelling.

After the intense and high-stakes final presentations, the atmosphere shifts as a renowned stand-up comedian takes the stage. With witty humour and sharp observations, the comedian brings a wave of laughter, offering participants a chance to unwind and enjoy a well-deserved break from the competitive pressure.

The winners are honoured for their exceptional analytical skills, creativity, and strategic thinking, with prize money totalling up to INR 1.75 lakhs.

DeCodeX is more than just a competition; it is a celebration of analytical excellence and the spirit of innovation. The event underscores N. L. Dalmia Institute's dedication to nurturing a culture of excellence in business analytics, leaving a lasting impact on participants and the academic community.









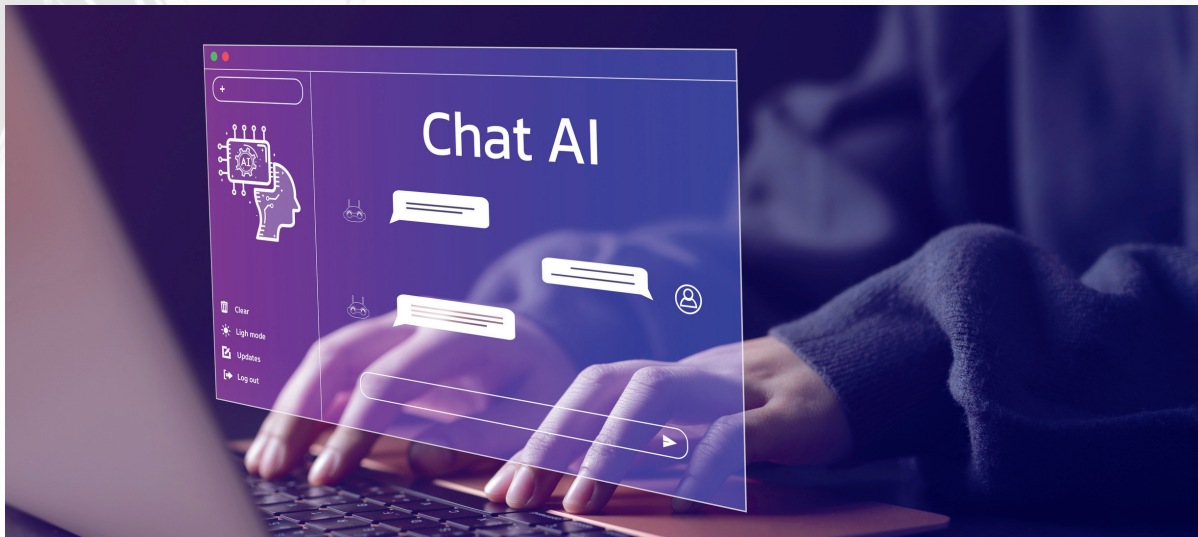
Dr. Sunita Jatav

Associate Professor

Artificial intelligence (AI) concierge in the customer journey in the Indian context

Delhi family chose April trip for beautiful weather, few people, and India. ChatGPT spared them from travel agency calls and hours online.

An AI chatbot suggested Shoja in Himachal Pradesh and Kanatal in Uttarakhand. They arranged a seven-day Ziro, Arunachal Pradesh vacation with the chatbot. Top companies improve booking and service with AI. Romie, an Expedia Group AI travel assistant, changes plan and solves problems. This year, Booking Holdings launched Ask Kayak and Kayak PriceCheck to compare 100 websites' airfares. Travel sites Tripadvisor, Booking.com, and Guide.com use AI bots to research prices and information. AI is everywhere—including travel. The 2023 Statista Research Department poll indicated 60% of US and 40% of Indian respondents used mobile AI travel planning ([newindianexpress.com](https://www.newindianexpress.com)). The popularity of conversational AI is increasing in India, as evidenced by the growing adoption of platforms like as Alexa, Replika, Siri, and ChatGPT (Mariani et al., 2023). Traditionally, a concierge is an assistant who provides personalized care, professionalism, and convenience to busy customers. Due to their decreased incremental expenses, AI-infused concierge services may be more affordable to more people. AI has rapidly spread to practically all service areas, including hospitality, tourism, retail, healthcare, and transportation (Wirtz et al., 2023a; Wirtz et al., 2023b). Article highlights the conventional roles of human concierges along the client journey and can provide light on the ways in which AI concierges are revolutionizing service-based companies.



Organizations may create customer experiences around AI concierges to lead the AI revolution. This clever concept enhances concierge services with immersion. Unlike traditional concierges, AI concierges offer 24/7 availability, scalability, consistency, analytics, and multilingual service. AI concierge services enhance client experiences through sensory, emotive, intellectual, and physical engagement. AI concierges' ability to aggregate data and comprehend customers across service experiences is their biggest benefit. Excellent customer service can propel clients forward.

AI Concierges happen in Pre encounter stage (PrES), the customer journey stage (CJS) and post encounter stage (PoES) key highlights:

- Pre encounter stage (PrES) involves marketing communications that let clients compare and acquire information about a service. The goal of the Pre-encounter stage in AI concierge services is to augment service awareness by means of marketing communications. Assist clients in obtaining and evaluating information regarding available service choices. Enhance customer engagement with the organization. The role of AI concierge is organized and show service information automatically. Facilitate touchpoint creation and monitoring. Ensure customers comprehend service offerings and provide information based on past data. Manage emotions and preferences based on consumer demands. Then customers acquire knowledge regarding the service to make well-informed selections when making a purchase.
- Consumer journey stage (CSJ), AI concierges must seamlessly fulfill their duties during service interaction to integrate AI into the client journey. An AI concierge can give many touchpoints throughout the client journey, improving engagement and satisfaction. Continuous engagement shifts focus from functionality to customer experience, creating a customer-centric journey with interdependent touchpoints facilitated by AI concierges. The objective of AI Concierges during consumer journey is based on streamline the process of obtaining and enjoying a service without any interruptions or difficulties. Provide effective, precise, and tailored service. Guarantee pleasant and top-notch interactions with customers. The AI concierges play significant role in stages of consumer journey via engage with customers and ensure their pleasure. Responsible for managing customer requests, personalization, and customization to ensure a great experience. Make personalized add-on service recommendations. Inform clients of service delays and failures and offer solutions to problems. Ensure a seamless, pleasurable, and satisfactory service experience. The result was demonstrated via Guarantee a seamless, enjoyable, and fulfilling service encounter.

- Post encounter stage (PoES) discuss about increase customer happiness, repeat purchases, and engagement (Voorhees et al., 2017). AI concierges differentiate themselves from traditional concierges by directly communicating with consumers and collecting useful data (e.g., online reviews) after the service contact. AI concierge can encourage client engagement by providing new services, gathering satisfaction statistics, and encouraging word-of-mouth. Objectives of PoES is based on Customer satisfaction and repeat purchases require connection building. Promote consumer engagement to boost loyalty. In case of service failure, recover. Directly collect client data and re-engage them with new services. Increase consumer feedback and word-of-mouth. In failures, recommend and conduct swift service recovery. The role of AI concierges is based on contacting customers directly to gather data and re-engage them in fresh services. Increase consumer feedback and word-of-mouth. Advise and implement fast service recovery in the event of breakdown. The outcome of PoES is based on establish and cultivate client loyalty. Strive to foster consumer involvement and encourage recurring sales.

International and Indian case of AI concierges

AI concierges are used in four forms in industry, which are Dialog Interface, Virtual Avatar, Holographic Projection, Tangible services robot. That is usable in India and worldwide, some details are given below.

AI Type	AI Firm	AI Technology	Country	Description
Dialog Interface	Expedia, Alexa Skill Kit	ChatGPT	US	Improved online travel bookings with real-time flight, hotel, and other reservation support using ChatGPT. The AI-powered system let users easily inquire about travel options, make personalized bookings, and get quick travel support.
Dialog Interface	The Dialogue	Communicating with impact and using innovative tools.	India	Effective communication and innovative technology are their top priorities. Policy papers, briefings, reports, monographs, and case studies have been produced through their collaboration with prominent Indian and international institutions.
Virtual Avatar	Allianz (insurance)	Sensely	Germany	EYVA, in partnership with Braide's My Health Concierge, helps medical practitioners access current patient data. Additionally, AI was used to pre-quote and lead patients to the right doctor, removing obstacles to care access. The use of an avatar enhanced patient emotional support and humanized the process.
Virtual Avatar	Anuvadini-Immersive AI	Transcription	India	Voice & Document AI Translation Tools with many features and functions aim to close this language barrier gap. The Online Translation Tool supports 22 regional Bharatiya and foreign languages, breaking linguistic boundaries and uniting Bharat and the world under Ek Bharat Shrestha Bharat and One Earth, One Family, One Future!
Holographic Projection	CIC Hospitality	Holobox	China	Aiden hotels used Holoconnect's Holobox to replace front desk staff with holograms. This innovative front desk experience solved the staffing shortage by personalizing and engaging guests.
Holographic Projection	Xenium digital	Holographics	India	Xenium Digital Private Ltd in Mumbai offers 3D Holographics Projection India for brand advertising. We helped clients realize their brand and product visions. Clients may enlighten and entertain consumers with this technology by leaving a lasting impression. We list several applications of this technology below.

- Adopting AI concierges offers organizations unparalleled opportunity to enhance customer service and operational efficiency. However, these potentials also provide numerous obstacles that must be properly handled. AI concierges should offer concrete features that enhance the consumer journey, not just serve as branding tools. Treating AI concierges as human, dedicated, and proactive personnel is crucial for managing the full client journey, rather than just an automated system. AI concierges should assess consumer emotions and build meaningful emotional connections, not just react to them. With its constant availability, AI concierges should be easily accessible to assist customers with any task, anywhere, and at any time.

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- Voorhees, C.M., Fombelle, P.W., Gregoire, Y., Bone, S., Gustafsson, A., Sousa, R. and Walkowiak, T. (2017), "Service encounters, experiences and the customer journey: defining the field and a call to expand our lens", *Journal of Business Research*, Vol. 79, pp. 269-280, doi: 10.1016/j.jbusres.2017.04.014.



Prof. Prakash Rathod

Adjunct Professor

An Integrated Approach with Bloomberg Vault.

Bloomberg Vault's mission is to help firms aggregate, archive, and analyse, as a service—all their trading, communications, and market interactions, on a real-time or historic basis to drive compliance, insights, and value across business and control functions.

Overview:

Bloomberg Vault is an integrated compliance and surveillance solution designed to help global financial service customers meet their regulatory obligations and business standards. Vault enables firms to capture, control, archive, reconstruct, and analyze their e-communication, trade, social channels, and voice across the entire trading life-cycle on a real time or historic basis.

Production Surveillance:

- Real-time monitoring of Bloomberg IB and MSG data. e-controls.
- Preventative controls including info barriers.ly files.
- Daily extract of MSG, IB, Note and other enriched data sets, emium vault.
- Commercialized compliance offering for archival, discovery, surveillance, and reconstruction.

Surveillance and Control:

- Bloomberg's Vault Surveillance is a real-time solution that generates alerts across both Bloomberg and Non-Bloomberg data sets to surface potential risks and threats. Real-time surveillance is available on Bloomberg data sets (MSG, IB), and near real-time surveillance is available on various other corporate data sets (Exchange email, Skype, Slack, Reuters, etc.), to help meet regulatory surveillance and internal supervision requirements.

Review of electronic communications, workflow, audit trails, and filtering:

- User and group management.
- Compliance, performance, policy reports on a scheduled or ad-hoc basis.
- 41+ "out-of-the-box policies" focused on financial services, including market abuse, conflicts of interest, conduct risk, and data loss prevention, with the ability to customize and create new and existing policies.

Proprietary policy coverage:

- Regulatory compliance
- Fair and balanced communication
- Front-running
- Inside and non-public information
- Employee behavior
- Customer complaints
- Gifts and entertainment
- Harassing or offensive communication
- Data loss
- Social security number
- Personal email domains
- Graphic files
- Non-public information
- Restricted list
- Customer lists
- Deal list/Watch list

Additional value-add components, such as real-time information barrier policies for ethical walls requirements, and automatic feeding of restricted lists into surveillance policies, are also available.

Search and Export:

- Bloomberg's Search and Export applications allow you to conduct investigations, compliance ad hoc searches as well deep-dive reviews. Available via the web or the Bloomberg Terminal (BVTW, BVTW), the Search and Export tools help you perform more complete communications reviews with the capability to store and play back Bloomberg communications (MSG, IB) in addition to other electronic communication channels used at your company, such as social media, instant messaging, and voice data sets.

Search and Export features:

- Collect, review and preserve data for Bloomberg, corporate e-communication and voice data.
- Review data by and between users, chat room participants, groups and counterparties in their native Bloomberg formats for both IB and MSG.
- Export data in various formats for additional analytics, litigation and/or regulatory needs.
- Access sensitive data safely and securely with multi-factor authentication.

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Trade Archive:

- Bloomberg's Trade Archive allows you to view trade records from multiple order management systems in a single, consolidated view, and to trace a trade through its lifecycle — from initial quote to creation and all updates to the order — following the routes of that order and its subsequent fills or executions. The Trade Archive solution can be paired with Bloomberg Vault's communications storage for a full trade reconstruction platform. The Trade Reconstruction workflow allows a trade to be matched with the relevant electronic and voice communications that led up to or followed it, showing the full story behind how a trade came to occur, as well as the settlement instructions or communications following its execution.

Users and Entitlements:

- Bloomberg Vault is an integrated compliance and surveillance solution designed to help global financial service customers meet their business standards and assist with managing their regulatory obligations. As a control owner, Vault gives you complete ownership and governance over your data with powerful tools and resources that allow you to oversee users, groups and policies.

Take Control with Our Proactive Monitoring and Management Features:

- Review access and change users' enablement scope across products and services
- Create and maintain surveillance groups
- Apply real-time and preventative policies to users
- Jurisdiction coverage:
- Vault's comprehensive control owner framework is conveniently designed so you can choose the operational oversight of your monitored employees by a jurisdiction.
- Region
- Country or countries
- Compliance repository (CAID)
- Bloomberg accounts

Benefits of being a Control owner:

Vault's control owner permissions give you greater visibility and transparency over your data so you can track coverage and entitlements for your firm's monitored employees and administrators/reviewers.

- Apply relevant rules and exceptions to your users and groups.
- Set rules for preventative and real-time alerting controls to proactively manage monitoring and business requirements, including controls around data loss prevention or multi-firm chat participation.
- As a Control Owner, you have the ability to apply preventative blocks for information-barriers, log-in's, file types as well as multi-firm chats. Additional types of blocks, silent capture or warning can also be applied to the Bloomberg mobile app along with more real-time alerting.

Take control of creating and maintaining surveillance groups:

- Log into Surveillance, BVSV, to access and manage your user groups as a Control Owner.
- As a Control Owner you can also apply policies to monitored employees and groups. Having this role gives you the flexibility to decide who else in your organization is allowed to review and change policy administration access.
- Manage user permissions.

Access the Roster application, RSTR, to quickly identify potential control gaps and view:

- Who has administrative access to Vault compliance tools and their scope of access?
- How employees across your jurisdiction are monitored or not monitored in the system?
- To help streamline your workflow, you can also email Bloomberg to make changes or updates to user permissions and groups.

Data Loss Protection:

Bloomberg Vault offers a host of preventative solutions that help safeguard sensitive and private information to mitigate internal threats due to inappropriate access, unauthorized users or misuse.

Solutions and controls:

- Off-network BBG software install
- Domain validation
- Employee ID validation
- Information barriers
- Uploads and downloads via Citrix
- Uploads and downloads via mobile Bloomberg App
- FILE <GO> monitoring
- Data Loss Protection Rules for Bloomberg MSG and IB: Warnings, blockers, pop-ups

Bloomberg has additional functionality that allows policies to be applied to block, warn, alert and/or silently capture Bloomberg IB posts and messages. Policies can be applied at the following levels:

Block with Silent Capture:

A block prevents the sending of the Bloomberg IB post or MSG communication for info barriers.

Warn with silent capture:

A warning appears with the option to heed the warning (do not send Bloomberg IB/MSG communication) or to ignore the warning and proceed with sending the Bloomberg IB/MSG communication. The violation is recorded and available for review.

Data Pipeline & Daily File:

Bloomberg Vault is upgrading portions of the compliance data pipeline and underlying architecture to increase the reliability of the Daily Compliance File, enhance the utility of our search tools, and anticipate our customers' evolving data and surveillance needs.

Source: Bloomberg



Prof. Mr. Jayesh Jain

AI's Potential and Power in Business Management

AI will study customer data and formulate buying behaviour patterns that will aid in predicting demand and therefore calibrate the marketing campaigns. In finance, AI algorithms can scan transactions to scan for fraud and credit assessment while optimizing portfolios to guide investment decisions. AI can even predict equipment failure as well as schedule optimal maintenance in manufacturing and supply chain management.

The next important feature of AI is the automation of mundane activities so that more strategic and creative jobs are accomplished by employees. Its application will significantly increase organizational efficiencies and reduce costs, for example, AI chatbots doing routine customer inquiries, thereby releasing customer support people to tackle the tougher issues; AI can also automate other tasks like data entry, invoice processing, and scheduling, which in turn minimizes human errors and increases speed.

Applications of AI in All Business Functions:

A sophisticated automation system cuts across the departments and functions in a corporation. It has many applications in corporate management. A few examples are:

- **Human Resource:** AI accelerates the recruitment process by executing a preliminary screening interview, sifting through the cream of the batch, and resume screening. It can be embraced for staff planning, attrition prediction, and the training programs of great adaptability.
- **Marketing:** AI has transformed the marketing industry by allowing campaigns that are nearly extremely targeted, marketer expenditure optimization, and personalization of experience for clients. The consumer data collected using an AI system can enable the discovery of preference forecasting trends while adjusting the marketing messaging in real-time.
- **Sales:** It helps to automate the sales process by interaction building with customers, predicts the nature of sales, and ranks leads. Such solutions would automate the lead generation and follow-up process, thus leaving more time for the sales reps to close deals.

- Finance: AI changes the face of financial management. Its ability to automate a plethora of processes will enable it to scan financial data, make sense of trends, detect anomalies, and provide further insights to allow better decision-making. AI can drive the efficiency level of the supply chain as high as possible in regard to demand anticipation, inventory adjustment, and logistics simplification. It also helps in detecting errors and inconsistencies in real time, thus making the process of quality control highly efficient.
- Cybersecurity and IT support: AI can be highly significant for cybersecurity because it can rapidly identify and neutralize threats. It can automate the responding tasks and the troubleshooting tasks related to IT assistance.
- Legal and Compliance: AI may automate assessment on contracts, detect potential legal matters, and ensure adherence to laws. The legal team would be able to focus their efforts on more strategic matters since the rather mundane work would save them a tremendous amount of time as well as money.

New Age AI Algorithms to Watch Out For:

Modern management of business includes a host of new-generation AI algorithms that alter the course and nature with how businesses are conducted and decisions are made. With these BERT and GPT models, NLP tasks have transformed the way of customer support through its capabilities in sentiment analysis and auto-generating reports. Reinforcement Learning has various applications in optimizing decision-making concerning dynamic environments. It has applications like Deep Q-Networks (DQN). In marketing, GANs enable the creation of highly realistic data or designs, hence enabling companies to have innovative possibilities for the development of advertisements and products. GNNs enable learning of relationships in complex networks - social networks and supply chains, for example. Federated learning is some form of decentralized AI learning that provides the possibility for the training of distributed datasets without breaking the privacy concerns across various industries-health and finance, among others. Last but not the least, Auto ML enables nontechnical experts to build machine learning models by auto-tasking the model selection, hyperparameter tuning, and feature engineering process thus making AI available to business teams.



Mit Thakker

PGDM - Business Analytics
(2023-2025)

The Importance of Power BI Visualization for Business Analysts

In the current business landscape, where data is important for strategic decision-making, the role of a business analyst is more critical than ever. Among various tools available, Power BI has emerged as a game changing platform for data visualization, profoundly transforming how business analysts interpret and communicate data. The importance of Power BI visualization for business analysts cannot be overstated, given its benefits that drive efficiency, clarity, and actionable insights.



One of the most important aspects as business analyst's role is the ability to convert vast amounts of raw data into meaningful insights. This transformation is often the most challenging aspect of data analysis. Raw data, in its unrefined state, is difficult to interpret. Power BI excels in this regard by providing a suite of tools that convert complex datasets into clear, interactive visualizations.

These visual representations make it easier to identify trends, spot anomalies, and understand the data's overall story, thereby enabling analysts to draw more accurate and meaningful conclusions.

One of the most significant advantages of using Power BI is its impact on decision making processes.

Decision-makers rely heavily on data to guide their strategies, and the clarity provided by Power BI's visualizations ensures that these decisions are well informed. By presenting key performance indicators and other critical metrics in a visually engaging and easily digestible format, Power BI helps stakeholders quickly grasp the state of the business and make decisions with confidence. This immediacy is crucial in a fast-paced business environment where delays can result in missed opportunities.

Effective communication of data insights is another area where Power BI excels. Business analysts often need to present their findings executives, managers, and team members who may not have a deep understanding of data analysis. Power BI's interactive reports and dashboards bridge this gap by allowing analysts to present their data in understandable manner. Users can interact with these visualizations, exploring the data themselves, which fosters a deeper understanding and engagement with the findings.

Every organization has unique needs and priorities, and Power BI allows analysts to tailor their dashboards to reflect these specifics. Whether it's filtering data to focus on a particular region, product line, or time period, Power BI provides the flexibility needed to extract the most relevant information. This approach ensures that stakeholders receive insights that are directly applicable to their areas of concern, enhancing the overall utility of the data.

Power BI is designed to grow with the needs of the organization. Whether a company is a small startup or a large enterprise, Power BI can handle the volume and complexity of its data. This scalability, combined with the tool's flexibility, makes Power BI an effective tool that can adapt to a wide range of analytical tasks.

In conclusion, Power BI visualization is an important asset for business analysts. It transforms complex data into actionable insights, supports data-driven decision making, and enhances communication across the organization. By leveraging Power BI, business analysts can unlock the full potential of their data, drive business success, and maintain a competitive edge in the market. In an era where data is king, Power BI stands out as a crucial tool for any business analyst aiming to make a significant impact.

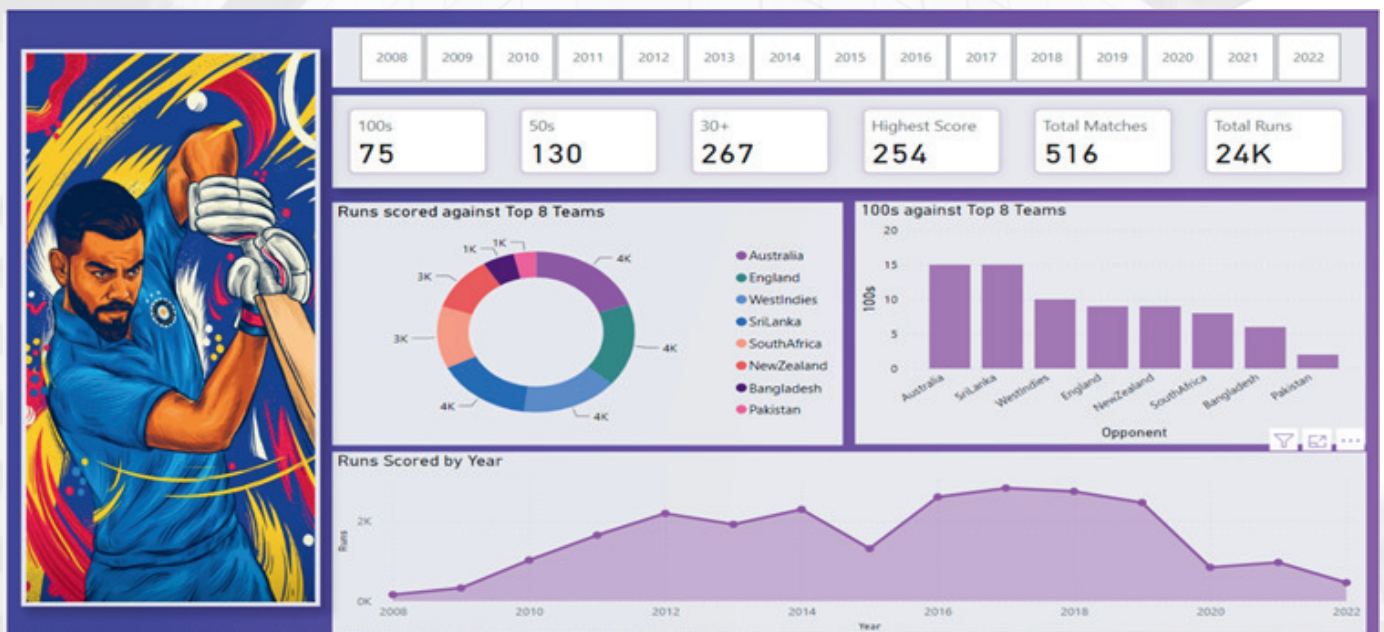




Rajat Joshi

**PGDM - Business Analytics
(2023-2025)**

Unlocking the Fun in Business Analytics



Cricket and Analytics: A Game-Changer for Fun and Performance

Cricket, often called a gentleman's game, has evolved drastically over the years. With the infusion of technology and data analytics, the game has transformed into something more precise, strategic, and insightful. While fans cheer for boundaries and wickets, behind the scenes, numbers play an integral role in driving decisions for players, teams, and management. Analytics in cricket is not only a tool for performance improvement but also adds a layer of excitement and strategy, making the game even more fun and engaging for fans and participants alike.

Analytics: The Fun Side of Cricket

Cricket analytics isn't just about numbers and graphs. It offers a window into the strategic heart of the game, making it thrilling for fans who love to dive deeper into statistics. Imagine watching a match and understanding how a bowler's swing rate, the trajectory of the ball, or a batsman's strike zone can influence the game. The addition of metrics like wagon wheels, heat maps, and player performance graphs has created an analytical playground that enriches the viewing experience.

For fans, it's more than just runs or wickets—analytics turns every ball bowled into a calculable decision, every shot played into a reflection of strategy. Predicting the next move based on fielding placements, analysing how different players perform against specific bowlers, and figuring out what could happen next are ways in which fans can immerse themselves in the sport at a whole new level. Analytics makes watching cricket not only about excitement but also about understanding the strategies that create those thrilling moments.

How Analytics Helps Teams and Players

Cricket teams, both at the international and domestic levels, now rely heavily on data to make key decisions, often long before the first ball is bowled. Analytics helps players fine-tune their techniques and strategize better for specific matches or opponents.

For instance, detailed analysis of a batsman's weaknesses against certain types of deliveries or a bowler's success rate at different lengths or speeds provides actionable insights. Bowlers can plan to attack a specific line and length that has troubled a batsman before, while batsmen can work on countering those exact weaknesses.

Similarly, in fielding, data can determine where the ball is likely to be hit, helping captains place fielders in optimum positions to maximize chances of catching or stopping runs. It brings precision to what was once reliant on instinct and experience.

Let's not forget the role of predictive analytics in formulating game plans. Teams can use historical data, weather conditions, pitch reports, and player form to predict the likely outcome of certain decisions, such as batting first or chasing. This data-driven approach is revolutionizing the sport's tactics.

Virat Kohli: A Perfect Example of Data-Driven Performance

One player who embodies the blend of natural talent and data-driven refinement is Virat Kohli. Known for his disciplined approach, Kohli has used analytics to sharpen his already elite skills. Over the years, Kohli has become known for his impeccable chasing abilities, and much of this stems from his analytical mindset.

Kohli, along with his team of coaches, has studied his performances to identify areas of improvement. For instance, his strategy against spin and pace bowlers has evolved through deep analysis of his past innings. His understanding of when to accelerate during run chases comes from a solid grasp of strike rates, field placements, and bowler tendencies in different scenarios. By paying attention to metrics like running between the wickets, fitness data, and shot selection efficiency, Kohli ensures he is one step ahead of his competition, making him one of the finest chasers in the history of the game.

Analytics, in this context, empowers players like Kohli to plan every inning with precision. Whether it's choosing when to take a risk or playing a conservative knock, the numbers guide decision-making, optimizing performance and increasing the likelihood of success.

Enhancing Team Strategies and Selection

Beyond individual performance, cricket analytics plays a crucial role in team management and selection. Coaches and selectors now use sophisticated algorithms to pick players based on pitch conditions, opposition strengths, and weaknesses, and even weather conditions. Squad rotations, managing player workloads, and avoiding injuries are all influenced by the wealth of data available to coaching staff.

For example, player fatigue can be monitored with GPS trackers that track a player's movement during practice sessions and games. This data helps management decide when a player needs rest or when a bowler's workload should be reduced to avoid injuries. This evidence-based approach has been instrumental in prolonging players' careers and keeping them fit throughout a long season.

Additionally, analytics help teams prepare for upcoming opponents by studying their batting and bowling patterns. Data on how a batsman performs in the middle overs or how a bowler struggles with yorkers in death overs can be vital in shaping game plans that give teams a strategic edge.





Alisha Singh

**PGDM - Business Analytics
(2023-2025)**

Importance of Data Analytics and Data Visualization in ESG

In today's business landscape, Environmental, Social, and Governance (ESG) considerations are more critical than ever. Companies are now evaluated not just on financial performance but also on sustainability practices, social impact, and governance structures. To thrive, businesses must leverage data analytics and data visualization. These tools transform raw data into actionable insights and compelling stories that drive decision-making and stakeholder engagement.

This article will explore how ESG data analytics enhances the ability of organizations to meet these challenges, improve decision-making, and demonstrate their commitment to sustainability and responsible governance.



Why Data Analytics Matters?

Data analytics is like a detective uncovering hidden patterns and trends in ESG data. It involves analysing vast amounts of information to measure and track a company's performance on various ESG criteria. For example, it can help a company understand its carbon footprint, resource usage, employee satisfaction, and regulatory compliance. Effective ESG reporting hinges on an organization's ability to collect, analyse, and report complete and accurate data timely. To face this requirement, organizations must find ways to consume potentially vast amounts of data from various, often isolated systems and synthesize that data into a reportable metric. ESG data analytics provides deeper insights into the information your organization has collected and enables faster, more accurate ESG reporting.

The Power of Data Visualization

Data visualization is like turning on a light in a dark room. It takes the insights gained from data analytics and presents them in a clear, visually appealing way. This could be through charts, graphs, or interactive dashboards that make complex data easy to understand.

Consider a company's annual ESG report. Instead of pages filled with dense text and numbers, data visualization can transform this information into engaging visual stories. For instance, a graph showing year-over-year reductions in carbon emissions or a pie chart illustrating improvements in workforce diversity immediately communicates progress. This keeps stakeholders informed and builds trust through transparency.

A Synergistic Approach

Data analytics and visualization complement each other perfectly. While analytics uncovers insights, visualization translates them into actionable steps. This synergy facilitates informed decision-making. For instance, if waste management falls short, visualization identifies specific areas needing improvement, aiding strategic planning. Similarly, investors use visual dashboards to compare ESG performance across companies, guiding investment decisions.

Real-World Impact

A global retail chain uses data analytics to monitor its supply chain sustainability. The analysis reveals that certain suppliers have higher carbon footprints. By visualizing this data, the company can pinpoint problematic suppliers and work with them to adopt greener practices. This improves the company's ESG score and enhances its brand image as a responsible corporate citizen.

Conclusion

In the evolving ESG landscape, data analytics and visualization are vital. They enable organizations to measure, analyse, and communicate ESG performance effectively, fostering transparency and accountability. Embracing these tools converts ESG data into narratives of progress and accountability, amplifying their significance in addressing ESG challenges and driving ongoing enhancement.



Sparsh Garodia

PGDM - Business Analytics
(2023-2025)

The Power of Data Visualization: Bridging Insights and Strategy

Employees with data abilities are in greater demand every year. Every level of employees and business owners must comprehend data and its implications. Data visualisation via dashboards is the preferred method used by many firms to analyse and distribute information to make data easier to access and understand.

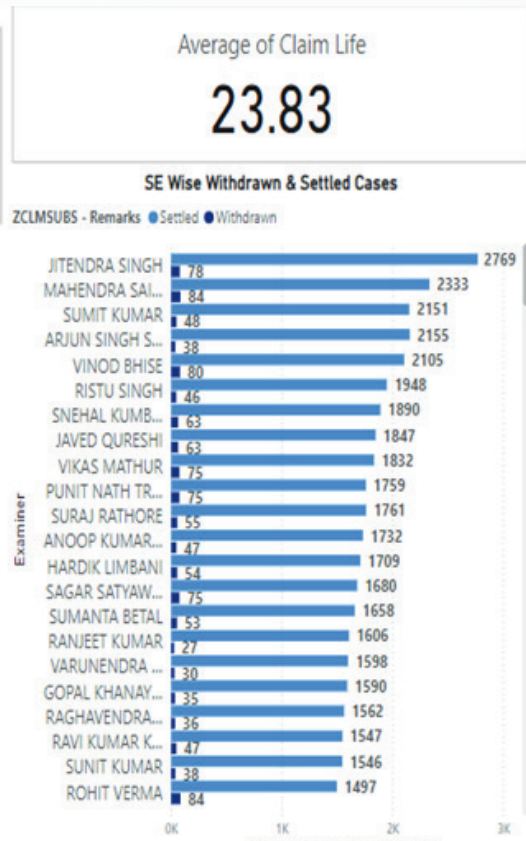
Information and data are represented graphically in data visualisation. Data visualisation tools offer an easily comprehensible means of observing and interpreting trends, anomalies, and patterns in data with visual components such as maps, graphs, and charts. Another type of visual art that captures our attention and holds it is data visualisation. It's narrative with a goal.

Understanding data is beneficial to all sectors, including STEM, government, banking, marketing, history, consumer goods, services, education, and sports. Regardless of experience level, everyone can be on the same page with the correct visualisation. Professionals find it more and more useful to be able to use data to influence decisions and to convey tales using images when describing how, what, when, where, and how data is used. Analysis and visual storytelling are situated directly between each other and data visualisation.

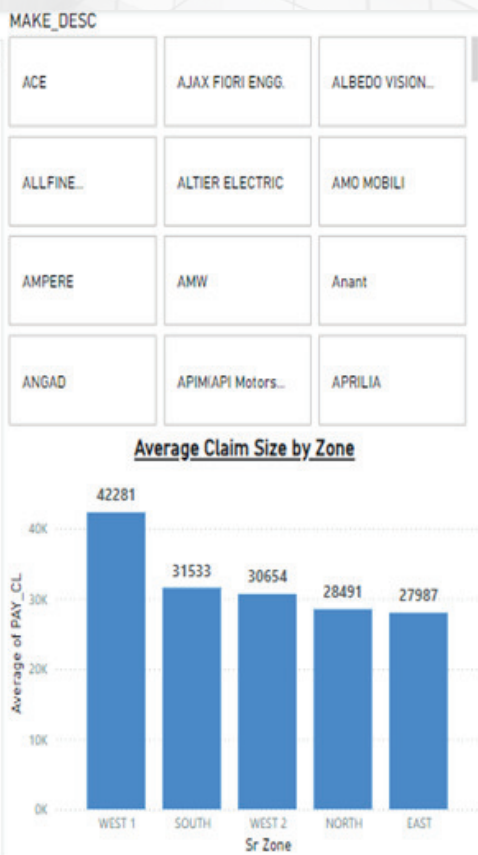
I would like to talk about my internship project, which used Power BI for data visualisation. I had to create automated dashboards that analyse and display trends for a number of different factors, including average claim size, policy claim breakage, close proximity cases, average claim life, and the number of claims made under a single policy, among others. The organisation was able to learn through these dashboards which states have the nearest proximity cases, which examiner settle's claims the quickest on average (Average Claim Life), and which automobile make, or zone has the most average claim size.

Below are few illustrations of my dashboards.

STATE	Count of	Examiner
MUMBAI	966	<input type="checkbox"/> ABHILASH CHANDER
NEW DELHI	716	<input type="checkbox"/> ABHINAV TYAGI
UTTAR PRADESH	669	<input type="checkbox"/> ABHISHEK BHUSHAN
ROM	633	<input type="checkbox"/> ABHISHEK MORE
KARNATAKA	614	<input type="checkbox"/> ABHISHEK VERMA
ANDHRA PRADESH	487	<input type="checkbox"/> ADITYA KUMAR SINGH
GUJARAT	426	<input type="checkbox"/> AFTAB ALAM
RAJASTHAN	363	<input type="checkbox"/> AJAY KUMAR
TAMIL NADU	336	<input type="checkbox"/> AJAY PATEL
UTTARAKHAND	306	<input type="checkbox"/> AJAY V
PUNJAB	305	<input type="checkbox"/> AJIT BHARDWAJ
KERALA	294	<input type="checkbox"/> AJMAL T K
MADHYA PRADESH	202	<input type="checkbox"/> AKASH K
WEST BENGAL	189	<input type="checkbox"/> AKBAR NADAF
CHANDIGARH	187	<input type="checkbox"/> AKHIL T NAIR
JHARKHAND	124	<input type="checkbox"/> AKSHAY KUMAR
BIHAR	79	<input type="checkbox"/> AKSHAY SHARMA
NORTH EAST	63	<input type="checkbox"/> ALI IMRAN SAYEED
ORISSA	63	<input type="checkbox"/> ALOK KUMAR
CHHATTISGARH	51	<input type="checkbox"/> ALOK TIWARI
GOA	50	<input type="checkbox"/> AMAR KUMAR
JAMMU & KASHMIR	34	<input type="checkbox"/> AMEY ARUN SURVE
Total	7157	<input type="checkbox"/> Amit Agarwal



STATE	Average of
ANDHRA PRADESH	33,581.23
BIHAR	30,875.05
CHANDIGARH	35,061.21
CHHATTISGARH	28,477.37
GOA	26,739.21
GUJARAT	29,235.69
JAMMU & KASHMIR	24,112.22
JHARKHAND	27,292.94
KARNATAKA	31,534.60
KERALA	25,825.44
MADHYA PRADESH	28,903.21
MUMBAI	48,655.97
NEW DELHI	36,741.14
NORTH EAST	38,037.36
ORISSA	27,146.97
PUNJAB	29,635.50
RAJASTHAN	24,107.22
ROM	30,942.73
SIKKIM	16,125.04
TAMIL NADU	35,931.25
UTTAR PRADESH	23,429.88
UTTARAKHAND	24,392.24
WEST BENGAL	24,407.65
Total	32,554.27



REPAIR_WKS	Average of PAY
(ASHOK LEYLAND)- KUN CAPITAL A	41,653
10AJWPM4159K1ZSKUMAR AUTOMOBIL	29,659
24/7 CAR SERVICE AND WASHING C	61,119
3 M AUTOMOTIVES INDIA	13,102
393090REDSTAR AUTOMOTIVE PRIVA	30,466
4 WHEEL AUTOMOBILES	47,793
4 WHEELZ AUTOMOTIVE	9,595
4S AUTOMOBILES	8,235
4STROKE MOTOREN	74,881
6S AUTOMOBILES INDIA PRIVATE L	16,516
6TH GEAR	37,623
6TH GEAR AUTOHUB PRIVATE LIMIT	8,000
7TH GEAR AUTOMOTIVE LLP	13,472
8401720721SHREEJI MOTORS	12,899
A & A Enterprises	10,915
A 2 WINGS AUTOMOBILES PVT LTD	26,620
A A AUTO LINK	17,798
A A AUTOMOBILE	12,251
A A MOTORS	19,430
A AND A AUTOMOBILES	20,380
A Automovers Pvt Ltd	43,230
A B Motors Pvt Ltd	66,042
A B T Industries Limited	25,385
A B T Maruti	16,874
A G MOTORS	21,570
A G MOTORS PATHANKOT SUJANPUR	31,753
A K AUTOMOBILES	35,113
Total	27,886

I'd want to conclude by saying that it's time to accept data visualisation as a useful tool for strategy. Organisations can attain a competitive edge and accomplish their objectives by allocating resources towards training, tools, and a data-driven culture. Now let's envision what is ahead!



Dharmik Bhanushali

**PGDM - Business Analytics
(2023-2025)**

The Crucial Role of Data in the Manufacturing Industry: Integrating Cost Management, Financial Management and Python

In the manufacturing industry, the effective use of data is paramount. Data not only drives innovation and operational efficiency but also plays a vital role in cost and financial management. This article explores the significance of data in the manufacturing industry, highlighting how the combination of cost management, financial management, and Python programming can optimize various processes.

The Role of Data in the Manufacturing Industry

- 1. Operational Efficiency:** Data analytics helps in streamlining operations, reducing downtime, and improving overall productivity.
- 2. Quality Control:** Data from manufacturing processes can be analysed to ensure products meet quality standards, reducing defects and waste.
- 3. Predictive Maintenance:** By analysing data from equipment, manufacturers can predict failures before they occur, minimizing downtime and maintenance costs.
- 4. Supply Chain Optimization:** Data enables manufacturers to optimize their supply chains, ensuring timely delivery of materials and reducing inventory costs.

Integrating Cost Management, Financial Management and Python in Manufacturing

Cost Management

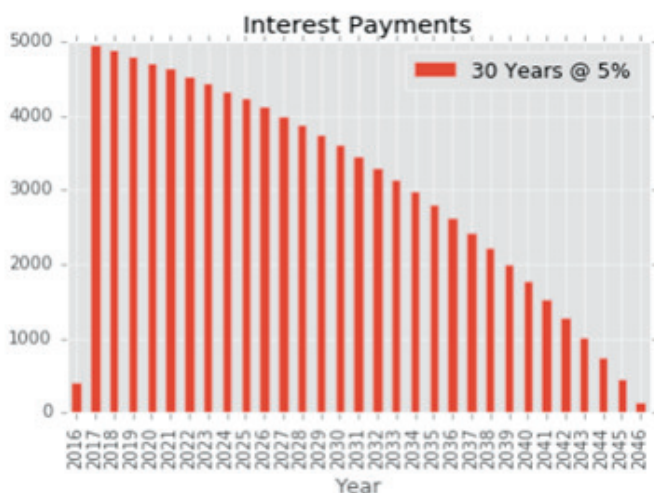
- 1. Cost Analysis:** Data analytics allows for detailed tracking of costs associated with materials, labour and overheads. This helps in identifying cost-saving opportunities.
- 2. Budgeting and Forecasting:** By analysing historical data, manufacturers can forecast future costs and budget, accordingly, ensuring financial stability.

Python Programming

Python is a powerful tool for data analysis in the manufacturing industry due to its simplicity and robust libraries. Here's how Python can be utilized:

- 1. Data Collection and Cleaning:** Python scripts can automate the process of collecting data from various sources and clean it for analysis.
- 2. Statistical Analysis:** Python's libraries like Pandas and NumPy can be used to perform complex statistical analyses on manufacturing data.
- 3. Visualization:** Python's Matplotlib and Seaborn libraries enable the creation of insightful visualizations that help in understanding data trends and patterns.
- 4. Machine Learning:** Python's scikit-learn library allows for the development of predictive models to forecast demand, optimize production schedules, and more.

	payoff_date	Interest Rate	Number of years	Period_Payment	Payment	Principal	Addl_Principal	Interest
0	11-01-2046	0.05	30	-536.82	-193255.20	-100000.02	0.0	-93255.69
1	04-01-2037	0.05	30	-736.82	-131689.78	-51200.00	-48800.0	-80490.16
2	11-01-2031	0.04	15	-739.69	-133144.20	-100000.03	0.0	-33143.85



Practical Applications in Manufacturing

- 1. Inventory Management:** By analysing inventory data, manufacturers can optimize stock levels, reducing holding costs and avoiding stockouts.
- 2. Production Scheduling:** Data analytics can help in creating efficient production schedules, ensuring optimal use of resources and timely order fulfilment.
- 3. Supply Chain Management:** By analysing data from suppliers, manufacturers can improve supplier selection and negotiation, ensuring timely delivery and quality materials.

Visualization and Tools

Incorporating visual tools in the article can enhance understanding and engagement. Here are some suggested images:

- 1. Flowchart of Data Integration:** A flowchart showing how data flows from different sources into the cost management, financial management, and Python analysis processes.
- 2. Graphs and Charts:** Visualizations of inventory levels, production schedules, and cost analysis using Python's Matplotlib or Seaborn libraries.
- 3. Predictive Maintenance Model:** An illustration of how predictive maintenance is implemented using data analytics and machine learning.
- 4. Dashboard Examples:** Screenshots of dashboards that display real-time data analytics for manufacturing operations.

Conclusion

Data plays a transformative role in the manufacturing industry, driving efficiency, quality, and financial stability. By integrating cost management, financial management, and Python programming, manufacturers can unlock new levels of optimization and competitiveness. As the industry continues to evolve, the strategic use of data will remain a critical factor for success.



Manali Kumari

PGDM - HR (2023-2025)

Role of Data Analytics and Data Visualization in Human Resources Management

As an intern in Human Resources (HR), I've noticed that our role has expanded beyond just handling administrative tasks to becoming a crucial part of our company's strategy. This shift is thanks to tools like data analytics and data visualization, which help us make smarter decisions, work more efficiently, and keep employees happier.

Data analytics allows us to base our decisions on solid facts instead of just guessing. For example, by looking at data on employee performance and turnover rates, we can identify trends and act. If we see that many employees leave after two years, we can find out why and come up with plans to keep them longer. Tools like HR Analytics Software and SAP SuccessFactors help us analyze this data effectively. Data analytics also makes hiring easier.



Instead of manually sorting through hundreds of resumes, we can use algorithms in tools like LinkedIn Talent Insights and HireVue to quickly find the best candidates, saving time and reducing bias.

Data visualization turns all the complex data we handle into easy-to-understand charts and graphs. Imagine trying to make sense of a huge spreadsheet filled with numbers. Visualization tools like Tableau and Microsoft Power BI can turn this into a simple dashboard that shows the key information at a glance. This helps us quickly spot problems and fix them. For example, a heat map in Tableau can show us which departments have the highest turnover rates, making it easier to address issues there.

These tools also make it easier to communicate with company leaders. When we present data, visualizations like graphs and charts from Power BI or Tableau make the information clear and convincing. This helps ensure that our HR strategies align with the company's goals. Plus, visual dashboards that show individual and team performance metrics in tools like Domo can motivate employees. When they can see their progress clearly, they understand their impact and are encouraged to improve.

Overall, using data analytics and data visualization in HR helps our company run more smoothly and keeps employees engaged. As businesses continue to rely more on data, these tools will become even more important, helping HR play a key role in the company's success.





Astha Choudhary

**PGDM - Business Analytics
(2023-2025)**

Taming the Tiger: How Business Analysts Outwit Risk in the Indian Market

The Indian market is a land of vibrant possibilities, sprawling economic jungle, full of both opportunity and hidden dangers. To businesses navigating this dynamic landscape, this often feels anything but like "taming a tiger"-rarely exhilarating and most times fraught with risk. This is where those unsung heroes, called business analysts, or BAs come into play.

Beyond Spreadsheets: The BA's Risk-busting Toolkit:

BAs are much more than spreadsheet tamer. They are strategic thinkers with a keen eye for the obvious and with a flair for the smell of trouble brewing. Here's how they become risk-mitigation ninjas in the Indian context:

Cracking the Regulation Puzzle:

The regulatory framework in India is a dynamic maze of laws and policies. A BA is, in effect, a regulatory sleuth. He keeps track of changes that may challenge a business to operate, secure new financing, or even to launch a product. Remember the data localization rules introduced recently? An astute BA would have envisioned this choke point for a business operating in the clouds and worked out compliance methods before it became a friction point.

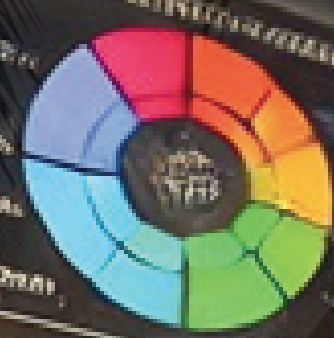
Cultural Chameleons:

To crack the dividend in India, a cultural understanding of the Indian market nuances is very crucial. More than just dry demographics, BAs look for deep-seated social preferences and purchasing behaviours. A foreign company selling detergent might wish to launch a new product; a BA would understand the deep cultural significance of religious festivals and would advise running limited-edition packaging and targeted marketing campaigns during those days.



TELEANIST
DIA

AISTY



STRATEGY

Y TEST

COMPETITOR
ANALYSIS

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ALIGNMENT

SRATEGI
ANALY



Competitive Judo Masters:

The Indian market is a competitive battlefield. BAs turn into corporate Miyagis who study the moves, strengths, and weaknesses of the competitors to give businesses that winning edge. Imagine a BA working with a ride-hailing app. They will study how established players like Ola and Uber operate. Then they can suggest strategic pricing models or targeted customer loyalty programs that attract users.

From Threats to Triumphs: Turning Risk Assessments into Action Plans:

But BAs aren't just about identifying risks, they are the ultimate problem-solvers, writing plans to minimize an assault or even turn threats into opportunities. Here's their secret sauce:

Scenario Planning:

The Fortune Teller's Crystal Ball - (minus the Crystal Ball)

BAs are not fortune tellers, but they get pretty close. They create different scenarios based on the probability of risk and how bad that risk is. Think of a BA working for an e-commerce company. She might create scenarios for possible disruptions-like floods during the monsoon season affecting its deliveries or a cyberattack on the website itself. That way, the company can thus plan for contingencies and then adapt in quick time.

Building Moats Around Your Business:

Based on the risk assessment, BAs recommend concrete steps to fortify the business. This could be by building diversified markets so that dependence is not on one region, strong relationships with suppliers on the ground that could minimize disruption, or robust quality control measures that would forestall product recall.

Communication Champions:

Risk assessments and mitigation plans mean nothing unless everyone is on the same page. Business analysts have already mastered this through their ability to interpret complex data and risks into clean communication for all the stakeholders. It is the role of interpreters who see everyone from the CEO to the last person working on the front lines, understands the potential dangers, and then the plan to combat them.

The Rewards of a Proactive Approach: Why Business Analysts are Tigerslayers?

By its very nature of being proactive and identifying the inherent risks in the projects, the BAs dig a treasure trove of benefits for the businesses operating in the Indian marketplace.

Cost Champions:

Avoiding expensive settlements, delays, or even lawsuits, the proverbial ounce of prevention is worth a pound of cure for a business. By identifying in advance, the problems which might beset it. Remember the recent case of a major Indian airline's data breach? A robust data security strategy powered by a BA in the background could have avoided such a costly and reputational nightmare.

Data-Driven Decisions:

BAs don't act based on gut; they do so based on cold, hard data. This enables businesses to make the most optimal decisions with much fewer chances of expensive mistakes.

Operational Excellence:

When there are fewer risks, businesses can perform in a much more streamlined fashion and allocate resources better. That means easier workflow, increased efficiency, and a happier bottom line.

The Competitive Advantage:

Knowing and working around the unique Indian risks provides a much-needed competitive advantage to businesses against those competitor organisations that were caught off guard and unawares by unseen risks.

In a nutshell, business analysts are the hidden option for the Indian market. These people are the wizards of risk mitigation, who permit businesses to avoid the complexities and challenges with a level head and clear strategy. Outsmarting Risks It is in this way that BAs pave the way for businesses to survive but to thrive in dynamic, ever-changing India. Therefore, the next time you hear of a company successfully navigating the Indian market, then remember the silent heroes behind the scenes—the business analysts, the true tigerslayers of the Indian business jungle.



STUDENT ACHIEVEMENTS

Name	Rank	Event
Pooja Jha	2 nd	Prakalp 2024 (National Internship Contest)
Omkar Singh	1 st	Intercollege Summer Internship Project (Viva Institute of Management & Research)
Sagar Chaudhari	1 st	Men's Badminton Championship (SP Jain)
Anagha Khanna	1 st	Final Internship Presentation (N. L. Dalmia Institute of Management Studies and Research)
Shaun Dmello	2 nd	Final Internship Presentation (N. L. Dalmia Institute of Management Studies and Research)
Rajat Joshi & Sagar Chaudhari	1 st	Aakarshan 2023 (Badminton Duo Championship)

THE METRIX COMMITTEE



Siddhi Malani
Head



Rajat Joshi
Co-Head



Pooja Jha
Member



Mit Thakker
Member



Omkar Singh
Member



Saloni Sutaria
Member



Pragun Hingolkar
Member



Reeva Jain
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