



### Report- Workshop on Business Analytics

<b>Date of the Event:</b>	14 <sup>th</sup> November 2025	<b>Duration:</b>	09.00 AM-11.00 AM
<b>Day of the Event:</b>	Friday	<b>Venue:</b>	3 <sup>rd</sup> Floor, Seminar Hall, IMERT
<b>No. of Participants</b>	150 Students		

#### Event Poster

**MM's Institute of Management Education Research & Training**

## WORKSHOP ON

# BUSINESS ANALYTICS

**Key Points Covered:**

- Understanding Operational Analytics
- Data-Driven Decision Strategies
- Analytics Across Business Functions

**Onkar Wagh,  
MBA  
CII-SCM PRO**

**Day & Date:** Friday, 14th November 2025  
**Time:** 9:00 AM – 11:00 AM  
**Venue:** Seminar Hall, 3rd Floor  
MM's IMERT Karvenagar Campus, Pune



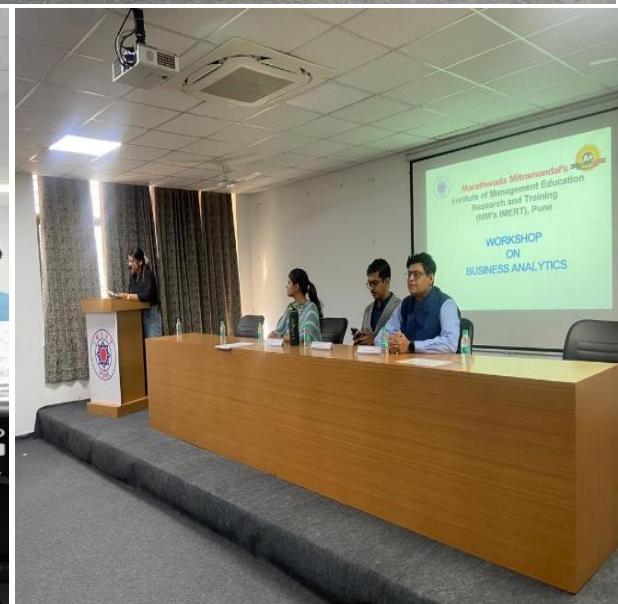
### Glimpse of the Event: Workshop on Business Analytics

Mr. Wagh sharing his insights during the workshop on Business Analytics.



Sr.No. 19, Hissa No 1+8B, Hingne Home Colony, Karve Nagar, near  
Ganraj Mitra Mandal, Hingane Home Colony, Karvenagar, Pune,  
Maharashtra 411052, India

Latitude 18.4906581°  
Longitude 73.8091489°  
Local 09:22:58 AM  
GMT 03:52:58 AM





**Marathwada Mitra Mandal's  
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING  
(IMERT), Pune**



**S. No. 18, Plot No. 5/3, CTS No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052**

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**Group Photo with Event Co-Ordinator and all student Volunteers**



Marathwada Mitra Mandal's Institute of Management Education Research & Training (MM's IMERT) organized a **Workshop on Business Analytics** on Friday, 14<sup>th</sup> November 2025. By **Mr. Onkar Wagh**, working as a consultant with one of the leading MNC was the resource person for this workshop. Dr. Sarang A. Dani and Prof. Muskan Jain welcomed the guest and the workshop started with the brief introduction of the resource person by Ms. Shreya Yadav, student volunteer from MBA-I- Division C.

Mr. Wagh emphasized the importance of business analytics in Marketing, Finance, HR, Operations and Supply Chain stressing that it is essential for making informed, strategic decisions. In marketing, he informed that analytics enables companies to accurately segment their customer base, target the right audience, and evaluate the return on investment (ROI) of their campaigns. By leveraging customer insights, businesses can tailor their marketing efforts, improve customer loyalty and increase conversion rates. Additionally, analytics helps organizations optimize their strategies, ensuring that marketing initiatives are both effective and efficient. This data-driven approach allows companies to stay competitive and maintain growth in a fast-changing marketplace.



In the realm of finance, Mr. Wagh highlighted how business analytics plays a crucial role in investment analysis, cost reduction, risk management, credit scoring, and financial forecasting. Analytics helps businesses assess potential risks, make informed lending decisions, and predict future financial trends, which are essential for maintaining financial stability and supporting long-term growth. Furthermore, he discussed how analytics aids in HR management, particularly in workforce planning and employee engagement. By analysing performance data, companies can implement strategies that boost productivity, reduce turnover, and improve employee satisfaction. In operations, he pointed out that quality control, analytics optimizes processes, supply chain management, and logistics, ultimately driving operational excellence and improving overall organizational performance.

After the presentation the question-and-answer session was Conducted where some students asked doubts regarding operation and supply chain and finance analytics. To address the queries raised by students Mr. Onkar discussed the real time cases of Zomato Ltd, McDonalds, Swiggy and Uber which ensured the queries of the students are addressed in proper way. The session was concluded with certificate distribution to the participants and the vote of thanks proposed by Ms. Shreya Yadav student of MBA- I, Division C.

Report Submitted by Ms. Vedika Deshmane, Mr. Subodh Kadam and Ms. Trupti Turambekar.

Dr. Sarang A. Dani & Prof. Muskan Jain	Dr. Mangalgouri Patil IQAC Coordinator	Dr. Shubhangee Ramaswamy Director

Prepared by

Reviewed by

Approved by