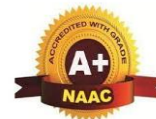




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Report- Workshop on Business Analytics

Date of the Event:	14 th November 2025	Duration:	09.00 AM-11.00 AM
Day of the Event:	Friday	Venue:	3 rd Floor, Seminar Hall, IMERT
No. of Participants	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



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Glimpse of the Event: Workshop on Business Analytics

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



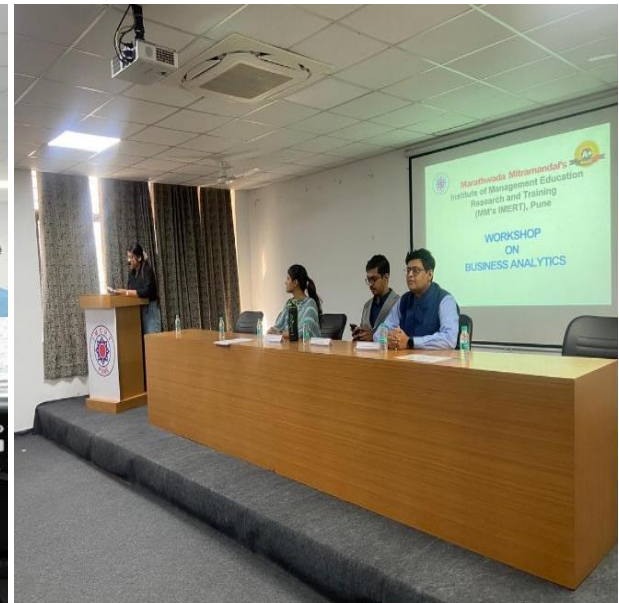
Sr.No. 19, Hissa No 1+8B, Hingne Home Colony, Karve Nagar, near
Ganraj Mitra Mandal, Hingane Home Colony, Karvenagar, Pune,
Maharashtra 411052, India 🇮🇳

Latitude
18.4906581°

Local 09:22:58 AM
GMT 03:52:58 AM

Longitude
73.8091489°

Altitude 604 meters
Friday, 14.11.2025





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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, 14th 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.

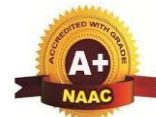
Mr. Wagh emphasized the importance of business analytics in Marketing, Finance, HR, Operations and Supply Chain stressing that it is essential for making informed, strategic decisions. In marketing, he informed that analytics enables companies to accurately segment their customer base, target the right 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.



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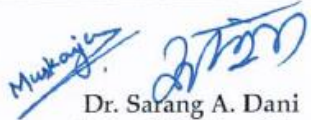
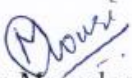

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In the realm of finance, Mr. Wagh highlighted how business analytics plays a crucial role in investment analysis, cost reduction, risk management, credit scoring, and financial forecasting. Analytics helps businesses assess potential risks, make informed 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