

Business Practitioner

Event – 1 Date: 01-10-2024

Activity Name: Business Practitioner

Faculty Coordinator: Dr. G.S. Vijaya

Faculty Coordinator Contact No. 9902532047

Guest Name: Mr.Samraat Pattanayak

Guest Designation: Team Lead - AI & Analytics

Company Name: Cognizant

Topic: Application of statistics on Data Visualization Regression

Duration: 3 hours / 1 day

Venue: Lecture Hall - 501 & 414

No. of Participated: 105

Summary: (Write-up required minimum 4 to 5 lines)

Statistics plays a crucial role in real business applications, particularly through **data visualization** and **regression analysis**. **Data visualization** involves presenting complex data in graphical formats like charts, graphs, and dashboards, making it easier for business leaders to identify trends, patterns, and outliers. This helps in decision-making by quickly communicating insights from large datasets, improving clarity and aiding strategic planning. For example, businesses use visualizations to track sales performance, customer behavior, and market trends, which allows for quicker identification of opportunities or issues. **Regression analysis**, on the other hand, is a powerful statistical method used to examine the relationship between variables. It helps businesses predict outcomes and understand the impact of one or more independent variables on a dependent variable. For instance, in marketing, regression can be used to forecast sales based

on advertising spend, or in finance, to predict future revenue by analyzing historical data. This aids in optimizing resource allocation, improving financial forecasts, and developing strategies for growth based on predictive insights. Both tools empower businesses to make data-driven decisions, minimize risks, and enhance efficiency in operations.



Business Practitioner Session

Application of statistics



Mr. Samraat Pattanayak

Team Lead - AI & Analytics
Cognizant, Bangalore

Focus Points:

- Data Visualization
- Regression



October 1st, 2024



08:45 AM - 10:15 AM
01:15 PM - 02:45 PM



Lecture Hall - 501 & 414

Cohort Profile:

MBA Batch 2024-26, 1st Semester

Sections:

L & K

Faculty Coordinator:



Dr. G.S. Vijaya
Professor & Area Chair



