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ANALYTICA 2025: Exploring Applications of Business Analytics in the Era of AI

1 message

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**ANALYTICA 2025: Exploring Applications of Business Analytics in the Era of AI****Webinar series - Session 1**

at

Jaipuria Institute of Management, Indore

On 8th December 2025, the Business Analytics Club at Jaipuria Institute of Management, Indore, successfully conducted a well-structured and insightful webinar, enriched by the presence of **Mr. Meet Lalkiya, Data Analyst at the Department of Families, Senior Disability Services & Child Safety, Brisbane (QLD), Australia.**



How to Build a Strong Career in Analytics

35:40

Fundamental skills

- SQL, BI, statistics, problem-solving

Build 3 - 4 strong projects

- Use real data
- Solve real problems
- Show business impact

Understand business workflows

- Banking & Finance, Marketing, Operations, Supply Chain, Insurance, Healthcare, Government processes

Communicating insights

- Simplify complex technical terms for non-technical audience

Stay updated with latest AI tools & technologies

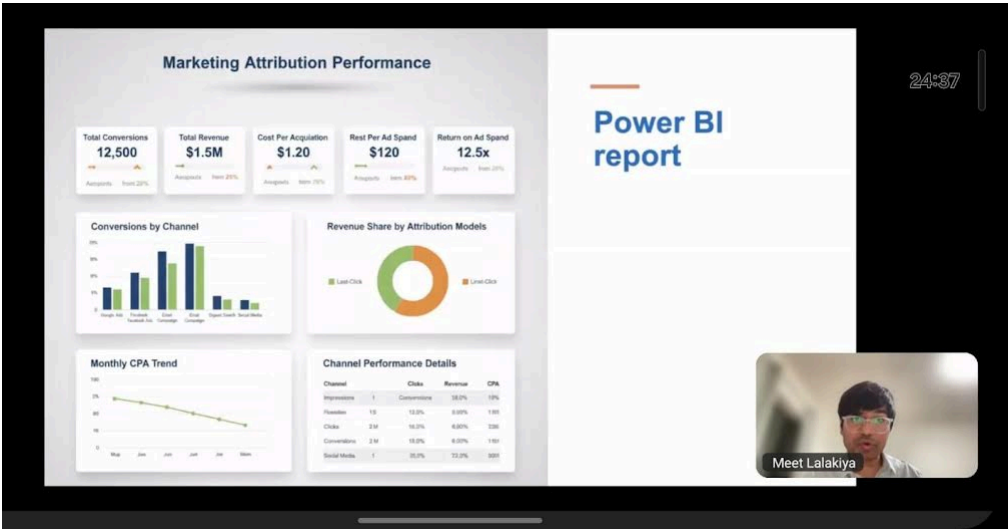
- LLMs, agents, automation

12/8/2025

Meet Lalkiya

Mr. Lalkiya elaborated on **essential analytical concepts** and demonstrated the **practical use of dashboards and analytical tools**, illustrating how raw data can be transformed into meaningful insights. He further introduced the **SDLC framework** and explained the analytics workflow, highlighting the significance of problem definition, accurate data collection, and solution design that lead to measurable and impactful results.

The session further covered important applications such as **customer journey analysis, marketing attribution, and demand intelligence**. Through these examples, he highlighted how organisations understand customer behaviour, evaluate marketing effectiveness, and anticipate market trends using data-driven approaches.



A major highlight was the discussion on Agentic AI, where he explained how autonomous AI systems are reshaping analytics and decision-making. He concluded by offering **practical career guidance, stressing the need for technical skills, domain knowledge, and a continuous learning mindset**. Overall, the webinar provided a comprehensive and inspiring perspective on the future of analytics and AI.

Team Media Relations Committee for the Event Coverage:
Photographs – Business Analytics Committee
Content – Business Analytics Committee
Graphic Designer – Raj Verma
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