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

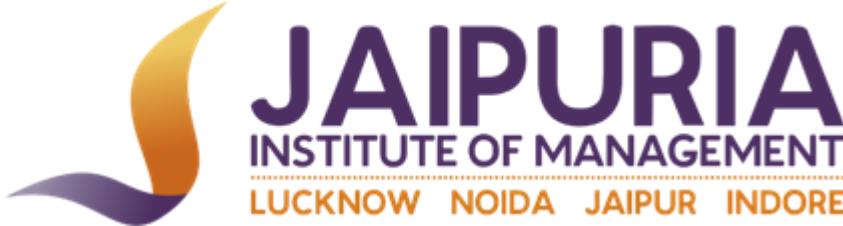
1 message

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Wed, Dec 10, 2025 at 4:48 PM

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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.**



The banner for ANALYTICA 2025 features the Jaipuria Institute of Management logo at the top left and the AACSB Accredited logo at the top right. The title 'Exploring Applications of Business Analytics in the Era of AI' is centered above the main title 'ANALYTICA 2025'. Below the title, it says 'Speaker : Mr. Meet Lalkiya' and 'Data Analyst, Department of Families, Senior Disability Services & Child Safety – Brisbane, QLD'. A circular profile picture of Mr. Meet Lalkiya is shown on the right.

How to Build a Strong Career in Analytics

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

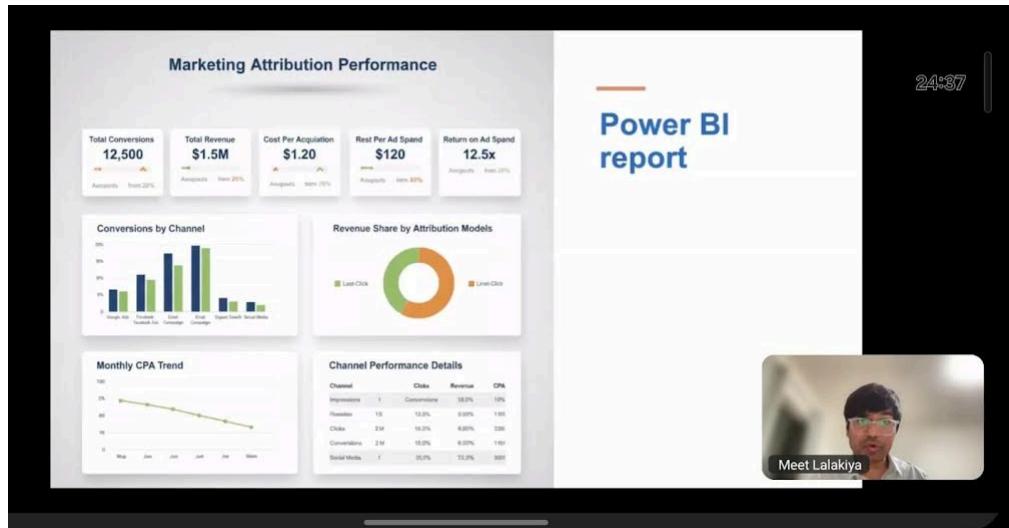
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Meet Lalkiya

12/8/2025

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

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