BUSINESS ANALYTICS USING R

BUSINESS CHALLENGES

- Global to local
- Mergers and Acquisitions
- Business Diversification
- Increase in the global Retail/Wholesale market

Business Convergence and Diversification

Agile Operations

- Real time decision making
- Volume, Variety, Velocity and Veracity is driving the business
- · Quality Control is getting tighter

Customers driving the business

- Adoption of subscription model
- Profitable growth and hence pressure on costs
- Product to Customer mapping has moved from 'One-to-Many' to 'Many-to-One'
- Intense Competition.
- Omni channel presence

Optimum Technology Investment

- Multiple transaction Systems
- •Coupled / de-coupled systems
- Rationalized SOA Platform
- Cloud based system
- Block chain

Extended Enterprise Enablement

- Digital SCM
- Reverse supply chain
- Regulatory requirements
- Global business environment
- SMACS framework
- IOT
- 3 D Printing
- Industry 4.0

Business Model Changes

Sustenance

and Growth

Institutionalize Innovation

OPPORTUNITY AREAS IN BUSINESS

- Supply chain optimisation
- Failure / Reliability Analysis
- Critical Product Analysis
- Up-Selling Opportunities
- Obsolescence reduction
- Competitive Pricing Insights
- Customer Insights
- Capacity utilization
- Prediction, diagnosis and prescription

ABOUT ANALYTICS

• In the today's complex world when speed, accuracy, cost, quality and performance are driving the business, you need a powerful tool to convert data into meaningful insights that assists in driving value through entire supply chain. Analytics is about understanding the business scenario's and provide the solution to it by using statistical and technology tools.

ANALYTICS ACROSS VALUE CHAIN

New Product Development

Sourcing

Production

Marketing

Sales & Distribution

After Sales

Program Dashboard

Product Design

Open Innovation Supply Planning

Supplier Rationalization

Spend Analysis Digital Factory/IOT

Inventory Optimization

Defect Analytics Customer Segmentation

Cross Selling

Price Optimization

Planogram

Forecasting & Demand Planning

Distribution

& Logistics Optimization

Replenishme nt

Proactive Services

Warranty Analysis

Part Analysis

BENEFITS OF BUSINESS ANALYTICS

- Create more scalable business model to enable organic as well as inorganic growth
- Opportunity to create enterprise wide business transformation program to improve business efficiency and effectiveness
- Create Intelligent system to improve top line and bottom-line of the organisation
- Provide a tool for business managers for decision making
- Create a competitive advantage for business

WHAT WILL YOU LEARN IN THIS COURSE

- Contemporary Business cases
- Building blocks of Intelligent System
- Approach towards solving business problem using analytics
- Cross Industry Standard Practice for Data Mining (CRISP-DM)
- Statistical & data mining tools
- Hands on analytical tools
- Project
- Extended support for 15 days after completion of course

PEDAGOGY

- Teaching through business cases
- Group discussions & presentations
- Assignments and class tests
- Simulations and lab exercises
- Projects
- Final evaluation

MODULES

Module 1	Business Analytics foundation	Duration
	Overview, Strategy & Planning, Business Analytics drivers	1 hours
	Operationals Data Store, Dimensional Modelling, Datawarehouse, Data Marts Analytics Across value chain Case study - Building blocks of Business Intelligent System	2 hours 1 hours 2 hours
Module 2	Business Analytics canvas	
	Statistical methods for problem solving	3 hours
	Business Analytics - Data Identification, Data deduction, Data Mining algorithm	1 hours
	Business Analytics case study - Descriptive analytics	1 hours
	Business Analytics case study - Predective analytics	1 hours
Module 3	Business Analytics case study	
	Customer analytics	3 hours
	Supply chain analytics	3 hours
Module 4	Business Analytics - Lab sessions	
	Hands on Tools	3 hours
	Project	3 hours

WHO SHOULD ATTEND

- Professionals working in Analytics, and those with an analytical aptitude wanting to start a career in analytics
- Middle to Senior Managers, with a minimum of 8-10 years of experience, from sectors like Marketing, Operations, Supply Chain Management, Finance, and General Management from various industries
- Academicians who want to pursue their career in Analytics

Thank You