

ANALYTICS CLUB

(Empowering Future Data Leaders)

Introduction

In today's fast-paced digital world, technology, data, and analytics play a critical role in driving business success. Organizations across industries leverage data-driven insights to optimize operations, enhance customer experiences, and make informed strategic decisions. With the rapid growth of technologies like Artificial Intelligence (AI), Machine Learning (ML), and Big Data, the demand for skilled analytics professionals has never been higher.

About the Club

The Analytics Club is a dynamic community dedicated to MBA students specializing in Business Analytics, providing them with a platform to bridge the gap between theoretical knowledge and real-world application. With businesses increasingly relying on data-driven decision-making, the club serves as a vital space for students to develop technical expertise, enhance industry knowledge, and gain practical exposure to analytics tools and techniques. By engaging in structured learning experiences, members can build a strong foundation in data science, business intelligence, and advanced analytics.

Through a range of interactive activities such as workshops, case studies, and hands-on projects, the club fosters an environment where students can master essential analytical techniques, explore predictive modeling, and leverage data visualization for business insights. These initiatives not only strengthen their technical skills but also encourage critical thinking and problem-solving by working with real-world datasets. The club's focus on collaborative learning and industry-relevant training ensures that members gain the confidence to tackle complex business challenges using data analytics.

With a commitment to career development and industry engagement, the Analytics Club actively connects students with professionals, experts, and organizations in the analytics field. Guest lectures, networking sessions, and live projects help members gain first-hand exposure to the latest trends and technologies shaping the business analytics landscape. By fostering a culture of continuous learning and innovation, the club prepares students to excel in the evolving world of analytics, making them competitive and job-ready professionals.

Vision

Creating career success through professional and practical learning.

Mission

Offer practical analytics to improve understanding, enhance job readiness and career advancement.

Inauguration of the Club

The Analytics Club was officially inaugurated on **3rd October 2024** in a grand ceremony that set the foundation for an exciting journey ahead. The event was graced by esteemed Chief Guests, **Prof. K.S Bose**, Principal and **Prof. S. Rajani**, who shared their invaluable insights on the role of analytics in modern business and how clubs like ours can shape the future of data-driven decision-making.

Under the supervision of Prof. K V V Murali Someswara Rao, HOD, MBA Business Analytics, along with **Dr. P. Jayasaradadevi** and **Dr. R. Suneetha**, the club benefits from strong academic guidance to align its initiatives with industry standards and emerging trends in analytics. Their mentorship ensures that students receive the best learning experiences, helping them stay ahead in the competitive analytics field.

During the inaugural address, the speakers emphasized the growing demand for skilled data professionals and highlighted the importance of analytics in transforming industries such as finance, healthcare, e-commerce, and marketing. They also encouraged students to actively participate in club activities and make the most of the opportunities available.

Significance of the Club

The inauguration events symbolized the beginning of a learning ecosystem, where students can explore, experiment, and excel in the field of analytics. The club aims to:

- Provide hands-on exposure to cutting-edge data analytics tools and techniques.
- Foster a strong peer-learning culture through workshops, collaborative projects, and discussion forums.
- Build industry connections through guest lectures, mentorship programs, and networking opportunities.
- Enhance problem-solving abilities by working on real-world datasets and business case studies.

Leadership Team

The club is led by a dedicated team of students who are committed to making the Analytics Club a hub for knowledge-sharing and skill-building:

- **Ms. Deepika Piriya (President)** – Spearheads the club’s strategic initiatives.
- **Mr. K. L. Venugopala Rao (Vice President)** – Manages operations and fosters collaboration.
- **Ms. Santoshi Sanapala (Secretary)** – Ensures seamless coordination and communication.

Activities and Projects

Activity - 1

The club has conducted an activity on **Exploratory Data Analysis (EDA) using Python**. The main motto of the activity is to encourage members to apply their analytical skills and showcase their understanding of data analysis techniques. Four enthusiastic members presented their insights on EDA:

PG232411026 - K. Devi

PG232411043 - G. Roshini Sai

PG232411004 - P. Lahari

PG232411007 - P. Sai Saketh

Feedback from Presenters

“This activity gave me the confidence to handle real-world datasets more effectively.” — K. Devi

“It was great to see how others approached the same problem in unique ways.” — G. Roshini Sai

“Presenting my work helped me refine my analytical skills and gain valuable feedback.” — P. Lahari

“This session improved my ability to visualize and interpret data meaningfully.” — P. Sai Saketh

Activity – 2

For analysts, the ability to **visualize data effectively** is crucial in transforming complex datasets into actionable insights. In line with this, the club took the initiative to conduct a **Power BI hands-on project** using **Blinkit outlet data** sourced from Kaggle. The primary objective was to provide members with **practical experience in data visualization, dashboard creation, and business intelligence reporting**.

Participants explored **key performance indicators (KPIs), sales trends, and operational insights**, utilizing Power BI’s advanced analytical tools to extract meaningful business insights. This project enhanced

their ability to work with **real-world datasets**, strengthening their skills in **data-driven decision-making and business intelligence**.

Through this initiative, members enhanced their ability to work with real-world datasets, improving their data-driven decision-making skills. The project served as a valuable learning experience, strengthening their understanding of business intelligence and visualization techniques, which are essential for careers in analytics.

Activity – 3

In addition to Power BI, the club also conducted a **hands-on project on Road Accident Data Analysis in the U.S. using Excel**. This initiative aimed to equip members with **data handling, analysis, and visualization skills** through Excel's powerful tools.

Participants worked with a **real-world dataset** to analyze **accident trends, causes, and geographical distributions**. They leveraged Excel functions, pivot tables, and charts to uncover key insights and patterns. The project culminated in the creation of an **interactive dashboard**, enabling a **clear and concise representation of accident statistics**, aiding in data-driven decision-making and safety analysis.

Activity – 4

In addition to Power BI, Excel and Python, the main skill to learn is SQL (Structured Query Language) club has conducted a **basic SQL training session** to strengthen members in **database management and querying skills**. This session aimed to familiarize participants with **fundamental SQL concepts**, enabling them to efficiently retrieve, manipulate, and analyze structured data.

Members learned essential SQL operations, including **data retrieval using SELECT, filtering with WHERE, sorting with ORDER BY, and aggregating data with GROUP BY**. The session also covered **joins to combine multiple tables and sub-queries for advanced data extraction**. By practicing hands-on queries, participants gained a **strong foundation in SQL**, preparing them for real-world data analysis tasks.

Annexure

The club has equipped with enthusiasm of our 59 members, the Analytics Club is set to create an impactful journey of learning, growth, and career advancement.

PG232411001	GARBHAM SAI KEERTHIKA
PG232411002	LACHIREDDY SAI SANDEEP
PG232411003	SIMHADRI RAHUL
PG232411004	PODUGU LAHARI
PG232411005	SANAPALA SANTOSHI
PG232411006	PALIVELA PADMINI DEVI
PG232411007	PULIPATI SAI SAKETH
PG232411008	KORIKANA LAXMI VENUGOPALARAO
PG232411009	NAMMI SNEHA KEERTHI PRIYA
PG232411010	DOKI SWETHA
PG232411011	VANAM POTHURAJU
PG232411012	SASAPU SAGAR PREETHAM NAIDU
PG232411013	GUNUPURU TARUNI
PG232411014	GURRAM VENKAT KIRAN
PG232411015	PALLA VENKAT SAI PRASHANTH
PG232411016	KONATHALA CHAITHANYANANDINI
PG232411017	BALIWADA VIKAS
PG232411018	ETI ESWAR JAGAN TRINADH
PG232411019	KAREPU DEVI
PG232411020	KURAKULA SAI SIREESHA
PG232411021	MUPPINA GNANESWAR
PG232411022	NOLLU POOJA
PG232411023	GEMMANGI VASUDHA
PG232411024	VEGI PRASANNA LAKSHMI
PG232411025	YERRA SHASHIKALA
PG232411026	KOTNI KOMALI
PG232411027	SAMBANGI INDU
PG232411028	PIRIYA DEEPIKA
PG232411029	DEVARABHATLA SAI SNEHA
PG232411030	KUNDIRI CHAKRI PRASAD
PG232411031	REDDI MANEESHA
PG232411032	GELLA SRILIKHITHA

PG232411033	GARIKINA LASYA PRIYA
PG232411034	SUGGU AKSHAYA KALYANI
PG232411035	GUDIMETLA ESWAR REDDY
PG232411036	KORRA SAI SANTHOSH
PG232411037	PEDAGADI DURGA PRASAD
PG232411038	ALLABOYINA MEGHANA
PG232411039	BAGGAM SAI VARSHINI
PG232411040	BATHULA RAMYA
PG232411041	CHAGANTI NAGA SAI KRISHNA CHAITANYA
PG232411042	CHAITANYA KUMAR PALLA
PG232411043	GORIVELLI ROSHINI SAI
PG232411044	IPPILI LIKITH
PG232411045	JOGA JAYANTH VARDHAN
PG232411046	KALLURI MARY LYDIA
PG232411047	KOTYADA SAI KUMAR
PG232411048	MAJJI TARUN
PG232411049	MANAM RATNA KUMAR
PG232411050	MOHAMMAD MYMUNA ANJUM
PG232411051	NAKKA GAYATRI
PG232411052	PALAKOLLU HEMALATHA
PG232411053	PALIVELA ADITYA
PG232411054	PARAVADA SHIRISHMA
PG232411055	PEDDIBOINA PAVAN KRISHNA
PG232411056	PERI ABHISHEK VARDHAN
PG232411057	PODURI SRI KOWSHIK
PG232411058	PULAMARASETTY GETHIKA
PG232411059	SEERA SAI NEHARIKA
PG232411060	SHAIK MOHAMMAD NOORULLAH
PG232411061	SYED SHABBEERSHA ALI
PG232411062	VARADA NARESH
PG232411063	VYKUNTAM PADMINI

PHOTOS

Inauguration



Insights and suggestions

By Prof. S. Rajani

<https://drive.google.com/file/d/1E95T0wj2ARMOOXDExIKSXxzcgKeXovRQ/view?usp=drivesdk>



By Dr.P.Jayasaradadevi

<https://drive.google.com/file/d/1ttvyKhbI0SlpEAoFCuUJcG0jTmTMoxHd/view?usp=drivesdk>



Activities



DASHBOARDS

Accident Dashboard – Using Excel



Blinkit Dashboard – Using PowerBI

