

School of Commerce and Management Studies

Alumni Talk 'Samwad'

"From Data to Strategy: Transforming Insights into Business Value"

"SAMWAD"
ALUMNI GUEST TALK

**"From Data to Strategy:
Transforming Insights into Business Value"**

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Prof. Navita Vijay
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Event coordinator

11:00 AM- 12:00 PM
18 July, 2024
DSU Innovation Campus, Hosur Road,
Kudlu Gate, Bengaluru.

The School of Commerce and Management Studies (SCMS) at Dayananda Sagar University organized an alumni talk on the topic "From Data to Strategy: "Transforming Insights into Business Value" with their two esteemed alumni, Ms. Pratheeksha Prakash and Ms. Gaganashree A, both serving as Scientific Assistants at Paessler Solutions.

Ms. Pratheeksha Prakash initiated the session by discussing the fundamental role of data in today's business landscape. She highlighted how data collection, analysis, and interpretation are critical for making informed strategic decisions. Her presentation included real-world examples of how businesses have successfully transformed raw data into actionable insights, leading to significant improvements in their operations and market positioning.

Following this, Ms. Gaganashree A delved into the practical aspects of implementing data-driven strategies. She shared her experiences working on the Network Analysis Intelligence Tool (NAIT) project at Paessler Solutions, illustrating how data analytics can drive innovation and efficiency within an organization. She also emphasized the importance of aligning data strategies with business objectives to maximize value creation. Her insights into the challenges and solutions encountered in the field provided valuable lessons for aspiring business analysts and strategists.

The interactive session concluded with a lively QCA segment, where students and faculty had the opportunity to engage with the speakers.



