



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
*Autonomous*  
Siddhartha Nagar, Vijayawada-520010  
*Re-accredited at 'A+' by the NAAC*

## **Department of Commerce & Business Administration**

### **2018-2019**

**DATE: 01-09-2018**

**NAME OF THE EVENT: Business Analytics Past, Present & Future**

**Name of the Resource Persons: Dr. Rama Bramham, Lead – Emerging Technologies Group, TCS Ltd., Hyderabad**

**No of Students:72**

**Venue: Seminar Hall**

**REPORT: Dr. Rama Bramham, Lead – Emerging Technologies Group, TCS Ltd., Hyderabad** delivered a talk on **A Talk on Business Analytics Past, Present & Future** on 1<sup>st</sup> September 2018. Resource Person has highlighted the importance of Analytics and also explained about Structured & Unstructured Data, CRISP – DM Methodology as well as 6 important processes in CRISP DM methodology.

