



**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 1st 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.

