



**Audyogik Shikshan Mandal's**  
(Society Regd. No. Maharashtra/1330/Pune 83; Public Trust No. F-2451/Pune 83)  
**INSTITUTE OF PROFESSIONAL STUDIES (IPS)**

(Approved by AICTE, Govt. of India & affiliated to University of Pune)  
AICTE CODE : 1-4240185    DTE CODE : MB6166    AISHE CODE : C-46639

**“Workshop on Advance Business Experiments and Analytics”**

**Date: 13<sup>th</sup> & 14<sup>th</sup> November 2024**

**Time: 01:00 p.m. – 05:00 p.m.**

**Venue: ASM’s Institute of Professional Studies Auditorium**

**Introduction:**

ASM Institute of Professional Studies, in collaboration with Breath Foundation, organized a two-day workshop on "Advance Business Experiments & Analytics" on the 13th and 14th of November 2024. The workshop aimed to equip students with cutting-edge analytical techniques, business experimentation strategies, and optimization methods crucial for modern business decision-making.

With the rapid evolution of business environments, data-driven decision-making and analytics have become integral to strategic planning and operational efficiency. This workshop provided hands-on exposure to participants on advanced business analytics concepts and real-world applications.

**Objective:**

- To introduce business experimentation techniques for data-driven decision-making.
- To enhance understanding of analytics and its application in business problem-solving.
- To explore optimization strategies to improve business efficiency.
- To enable students to analyze real-world business scenarios using analytical tools.
- To encourage the use of innovation and automation in business operations.

**Speakers:** Mr. Santosh Awsarkar-- Chief Program Mentor- Breath Apex IFP

**Report:**

The workshop was held at the HBX Hall & Computer Lab from 1 PM to 5 PM on both days. The sessions were structured into theoretical discussions, case studies, and hands-on practical exercises, ensuring an interactive learning experience for students.

Day 1 Highlights:

- Introduction to Business Analytics: Fundamental concepts of data-driven decision-making.
- Understanding Business Experiments: How organizations use experimentation to improve products, services, and customer experience.
- Tools and Techniques: Introduction to analytical tools such as Python, R, Excel-based analytics, and AI-powered decision-making models.
- Real-world Case Studies: Analysis of successful businesses that leveraged data analytics for growth.

#### Day 2 Highlights:

- Optimization Techniques: Strategies for maximizing business efficiency and minimizing costs.
- Automation in Business Processes: How AI and machine learning are transforming decision-making.
- Hands-on Sessions: Practical implementation of analytics in solving business problems.
- Panel Discussion & Q&A: An interactive session with the speaker, where students asked insightful questions related to career prospects in business analytics.

The workshop provided students with exposure to industry best practices and real-world applications, helping them understand the significance of experimentation and analytics in business decision-making.

The "Advance Business Experiments & Analytics" workshop successfully provided a transformative learning experience, helping students develop critical analytical skills and business decision-making capabilities. The event emphasized the importance of innovation, data-driven strategies, and automation in modern business environments, preparing students for future leadership roles in the corporate world.

## Photos:



### Organising Two Days Workshop In Association With Breath Foundation "Advance Business Experiments & Analytics"

#### Speaker-

##### Mr. Santosh D Awasarkar

Global Business Transformation Leader, Accredited Business Excellence Consultant, Optimization & Experimentation Expert

#### Chief patron :-

Dr. S. J. Bokephode  
Director, ASM's IPS Pimpri

#### Convenor :-

Dr. Vikas Barbate Dean,  
ASM's IPS Pimpri

#### Coordinator :-

Mrs. Jyoti Gawhane



#### Date

13th and 14th November 2024

#### Time

1pm to 5pm

#### Venue :-

HBX HALL & COMPUTER LAB



Santosh D Awasarkar  
Guest Speaker





### Outcomes:

- Students gained practical knowledge of business analytics tools and techniques.
- Enhanced understanding of how data-driven decisions improve business efficiency.
- Increased awareness of AI, automation, and experimentation methodologies in business.
- Improved analytical and problem-solving skills among participants.
- Inspiration to explore careers in business analytics, data science, and strategic management.