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### **Report of the IIC Program**

1. Title of the event :“Data Analytics for Startups : Leveraging Data for Business Insights “
2. Quarter in which activity conducted : Q3 and Q4
3. Category of the activity : Self Driven
4. Program Type : Level 2- Seminar
5. Program Theme : Entrepreneurship & Startups
6. Date &Time : 1st August 2024
7. Duration (in hours) : 2hrs
8. No of Student Participants : 120
9. No of Faculty Participants : 3
10. No of External Participants (if any) : Nil
11. Expenditure incurred (if any) :
12. Mode of Delivery : Offline
13. Any other remarks :-

#### **14. Objectives of the Activity (In100words):**

- One of the primary objectives of this activity is to facilitate informed decision-making. Businesses and organizations are inundated with data from various sources, including customer interactions, market trends, and internal operations.
- Identifying Opportunities and Challenges-Data analysis serves as a powerful tool for identifying both opportunities and challenges within an organization. By scrutinizing patterns and trends, analysts can uncover areas where the business is excelling and where improvements are needed.
- Enhancing Operational Efficiency-Operational efficiency is a cornerstone of organizational success, and data analysis plays a pivotal role in achieving it. By analyzing processes and workflows, organizations can identify bottlenecks, inefficiencies, and areas for improvement. This can lead to streamlined operations, cost savings, and improved overall performance.

## 15. Benefits in terms of learning/Skill/Knowledge obtained:

- Data analytics can help an organization with everything from personalizing a marketing pitch for an individual customer to identifying and mitigating risks to its business.
- Data analytics empowers startups to gain a deep understanding of their target markets. By analyzing market trends, competitor behavior, and customer demographics, startups can identify opportunities and gaps in the market.
- Startups can leverage predictive analytics to forecast future trends, anticipate customer behavior, and make proactive business decisions. By analyzing historical data and applying advanced algorithms, startups can identify patterns and make accurate predictions. This empowers startups to stay ahead of the competition and adapt to changing market dynamics.
- Identifying Features that Resonate with Users. Not all product features are created equal, and data analytics helps startups identify which features resonate most with users. By tracking user engagement and feature usage, startups can prioritize the development of features that drive value and customer satisfaction, ultimately leading to increased adoption and retention.

## 16. Web Links:

- Twitter-  
[https://x.com/MRCET\\_official/status/1819037251248283721?t=3AeybxBBAnkj5dUbDiXhhQ&s=08](https://x.com/MRCET_official/status/1819037251248283721?t=3AeybxBBAnkj5dUbDiXhhQ&s=08)
- Facebook—<https://www.facebook.com/share/p/ejAmaDRcTiufxxjC/?mibextid=WUal2a>
- Instagram—<https://www.instagram.com/p/C-IgFQ-P25O/?igsh=bGI5cnJ2M2NhMXJ0>

**Signature of IIC Coordinator**

**Signature of HOD**

**Signature of IIC President**



**MRCET CAMPUS**  
UGC AUTONOMOUS INSTITUTION

Department Of Information Technology  
In Association With MRCET R&D Cell

ORGANIZES SEMINAR ON  
**DATA ANALYTICS FOR STARTUPS:  
Leveraging DATA FOR BUSINESS INSIGHTS**

Time: 1:30 PM      RESOURCE PERSON: Dr.S.SRINIVASA RAO, Principal      Venue: IT SEMINAR HALL

Dr.S.SRINIVASA RAO, Principal      Dr.T.VENU GOPAL, Dean, Students Welfare      Dr.PH...  
Dr.G.SHARADA, HOD IT      Ms.P.SWETHA, IIC COORDINATOR