



Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune



**Guest Lecture by
Mr. K. J. A. Swarup
Former General Manager, ITC Limited PSPD**

Topic:- “Analytics and Managerial Decision Making”

Date:- July 16, 2019

On July 16, 2019, the students of Symbiosis Institute of Business Management, Hyderabad had the privilege of getting to learn one of the most sought-after platforms, Tableau Public. Tableau Public is a free service that lets anyone publish interactive data visualizations to the web. Visualizations that have been published to Tableau Public (“vizzes”) can be embedded into web pages and blogs, they can be shared via social media or email, and they can be made available for download to other users. Visualizations are created in the accompanying app Tableau Desktop Public Edition (or another Edition of Tableau Desktop) - no programming skills are required. The Guest Lecture was delivered by Mr. K. J. A. Swarup, Former General Manager, ITC Limited PSPD and the event was attended by all the students of Batch 2018-20.



Dr. A Jagannathan Reddy felicitating Mr. Swarup

The session consisted of an understanding of the difference between Data, Information and Knowledge and the difference between Analysis and Analytics. Contrasts were drawn between how analysis was done in olden days and how analysis is done in modern days with the help of sophisticated platforms and softwares. The students were then given a demonstration on how to operate Tableau Public and how various elements and categories of data can be linked and inferences can be drawn to make informed business decisions.

By the end of the session, students were able to understand on how to operate Tableau Public and how to present key information in front of investors, shareholders and boards in the future. It was a great learning experience for all the students and everyone participated with enthusiasm.