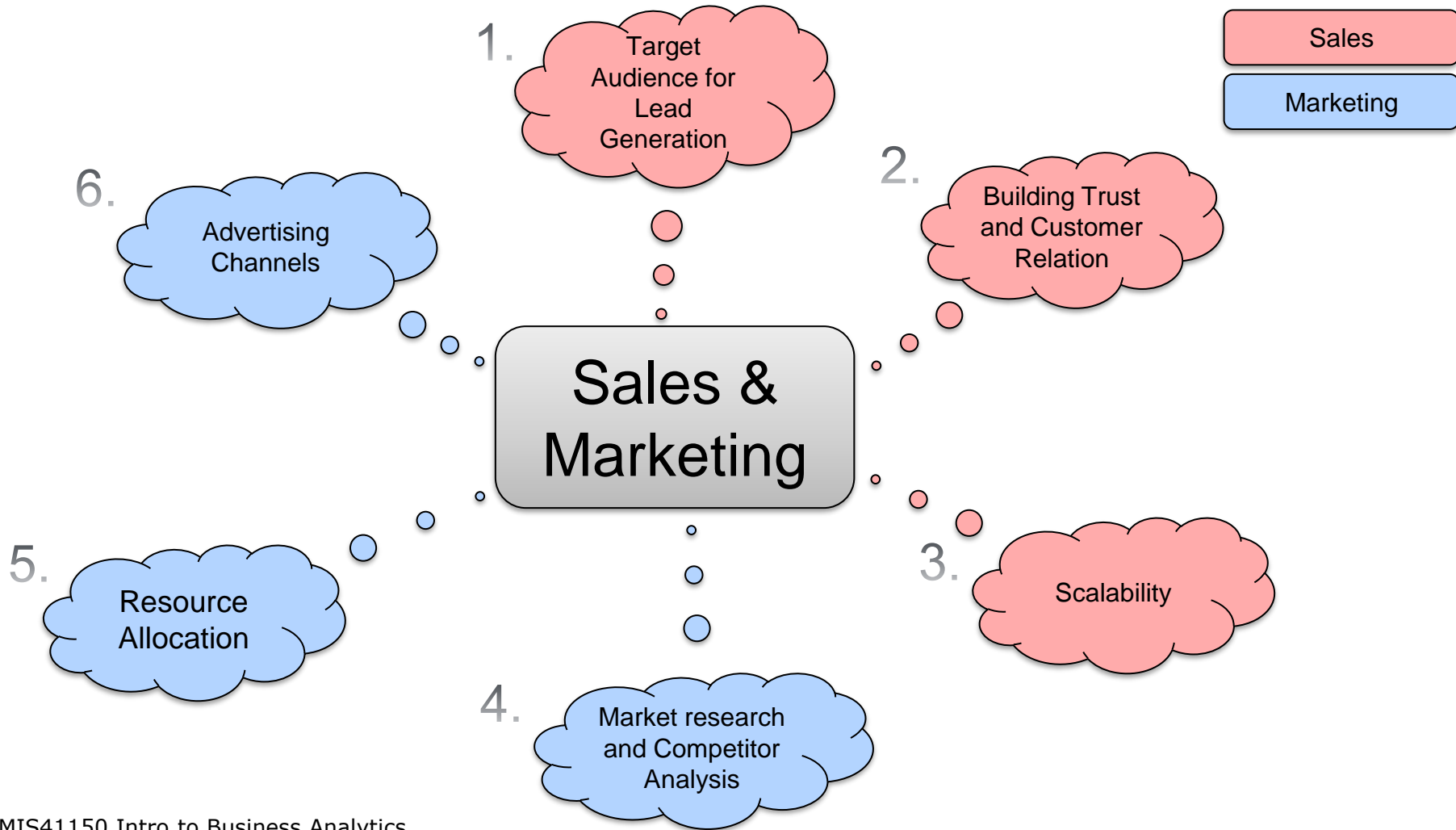


MIS41150

Intro to
Business
Analytics

What Decisions?







MIS41150

Intro to
Business
Analytics

What Questions? & What Analytics?

Sales & Marketing

Target
Audience for
Lead
Generation

Which demographic
audience is buying
and why?

How to adapt to
specific customer
needs?

What is the
geographic and
behavioural sectors
which need to be
targeted?

Decision

Prescriptive

Predictive

Descriptive

Sales & Marketing

Building Trust
and Customer
Relation

How to gain
customer
confidence?

Which customer
segment should
you aim to boost
sales?

How to improve
customer
accessibility?

Decision

Prescriptive

Predictive

Descriptive

Sales & Marketing

Decision

Prescriptive

Predictive

Descriptive

Scalability

Analysing whether
growth is truly
sustainable?

What new services
and products can
be introduced in
market?

Could outsourcing
help increase the
market share?

Sales & Marketing

Market research
and Competitor
Analysis

Decision

Prescriptive

Predictive

Descriptive

What are the
future market
trends?

What should be the
optimal marketing
strategy and
technique?

What is the current
competitor
behaviour?

Sales & Marketing

Decision

Prescriptive

Predictive

Descriptive

Resource
Allocation

How to assign
funds to different
departments?

How to assign the
right qualified
employees to
different
departments?

How to
optimize
budget?

Sales & Marketing

Advertising
Channels

How to set goals
for each channel?

Which marketing
medium to focus
on?

Which marketing
medium is the
most profitable?

Decision

Prescriptive

Predictive

Descriptive

Group Members & %Contributions

Name		% to Decisions	% to Questions & Analytics	% to Infographic
Adithya Vivek	22200615	20	20	20
Anish Nargund	2124148	20	20	20
Ankan Sarkar	22200072	20	20	20
Prajakta Joshi	22200131	20	20	20
Sonal.	22200178	20	20	20