

## BUSINESS INTELLIGENCE & DATA ANALYTICS

### Identify new Markets for the Plastics Products in India & Abroad using Data Analytics Technique

Advent of IT solutions have made organizations rich in data. Still, the full potential of this data cannot be exploited as the decision makers are confronted with complex web of analytical platforms.

Data Analytics help the business users to analyze historical and present data, thereby predicting future trends and changes the proposed business model to enhance marketing strategies for the Plastic Industry

This module presented **“Code-less Analytics”** of highest order for the professionals in the field of Plastics.

This is done with the modern and fresh Business Intelligence tools that have come on the horizon very recently.

#### What did the participants take away?

- International Business data for plastics through the lens of analytics.
- How to evaluate modern tools which allow “fast, reliable and accurate” discovery of nuggets of knowledge from data for the plastic professionals.
- They learnt how this can be used at the grass root level in their organization.
- They understood the benefits and challenges in the process.
- Evaluating application of data analytics in your marketing process.

- Quick skills to analyze any marketing and sales related data
- Thoughts on incorporating these skills enterprise wide for strategic and tactical advantage

### **Topics Covered:**

1. What is Machine Learning? Why is it important for professionals in Plastic Industry?
2. Understanding BI tools for fast discovering of insights from International Business data of Plastics.
3. How does it help the Plastics Industry?
4. Practical demonstration of various BI Tools.

A very valid point was brought forward, '**Data in isolation has no value**'

How to correlate data that is lying with you and what is available in the market, using simple free tools. This program gave a glimpse of what an organisation can do with data at their fingertips. After explaining what data analytics is all about, Mr Vinit Thakur gave a live demonstration of how to find data free online with the help of a few tools and he showed the people present not just how to use the tools, but also how the same is available for the Plastics Industry. Many people knew that there are ways to get data but were amazed to learn that the same is also available for the Plastics Industry worldwide.

Mr. Thakur was a very engaging speaker and his work was appreciated by many. The number of participants for the webinar exceeded 200, which is fantastic considering the COVID -19 situation that we are currently fighting against in our country.

### **The Way Forward:**

At the end of the program, an email id was shared with the attendees. A promise was made by the IITC team for the next 15days only for AIPMA members, to answer queries and how to apply data analytics in the business.

Besides this IITC conducts a certificate course of 16 - 18 hrs. on Business Intelligence & Data Analytics. They encouraged people to enrol for this course at a nominal fee and spend their time in learning something that could be useful to their company.