



**ST. FRANCIS COLLEGE**

**KORAMANGALA**

Affiliated to Bengaluru City University (BCU)

**DEPARTMENT OF TRAINING&PLACEMENTS**

**Report- Guest Lecture on Career Pathways in Business Data Analytics: Exploring Your Options**

**Date:** 3rd April, 2025

**Venue:** BDA Class Room

**Speaker:** Dr. Pankaj Tiwari

**Target Audience:** BCom BDA students

The Department of Training & Placements organized an enlightening **guest lecture on Career Pathways in Business Data Analytics: Exploring Your Options** for III Year BDA students on 3rd April 2025 by Dr. Pankaj Tiwari, Associate Professor of St Francis College

The session aimed to familiarize students with the core concepts and career opportunities in the rapidly growing field of Business Data Analytics. The speaker began by introducing the significance of data in modern business decision-making and outlined the typical workflow involved in data analytics—ranging from data collection and cleaning to modelling and result interpretation. The lecture highlighted the key skills required for a successful career in analytics, including proficiency in tools like Excel, SQL, Python, and Tableau, as well as soft skills such as critical thinking and communication.

The speaker also explored various career pathways such as Data Analyst, Business Intelligence Analyst, and Data Scientist, while shedding light on the growing demand for analytics professionals across industries. Popular tools and technologies used in the domain were discussed in detail, followed by insights into relevant certifications and learning pathways such as Google Data Analytics and Microsoft Certified Data Analyst programs. To provide real-world context, case studies were shared that demonstrated how organizations have successfully leveraged analytics for growth and efficiency. The session concluded with practical session of interpretation challenge.

## Photos –Guest Lecture Session - Career Pathways in Business Data Analytics: Exploring Your Options

