JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

Faculty-Initiatives

Category	Details
Faculty Name	Dr. Shivani Bali/ Dr. Renuka/ Prof. Inderjeet
Course Title	Essentials of Business Analytics
Course Code	20801
Trimester	T2
Academic Year	AY 2024-25
Course Outcomes (CO)	CO1: Summarize the conceptual knowledge of analytics CO2: Model the analytical framework for decision-making CO3: Apply relevant conceptual frameworks to business situations for benefitting organizations
Program Outcomes (POs)	PO 1: Communicate effectively. PO2: Demonstrate ability to work in teams to achieve desired goals. PO3: Reflect on business situations applying relevant conceptual frameworks. PO4: Evaluate different ethical perspectives. PO5: Comprehend sustainability issues. PO6: Exhibit innovative and creative thinking.
Innovation Description	Two key innovations were introduced in the course to bridge academic learning with industry relevance and inter-institutional collaboration: **Analytics Dashboard Using Power BI** Students were required to select a business domain (e.g., retail, HR, finance, healthcare), define a decision-making problem, identify or simulate relevant datasets, and build an interactive dashboard using Power BI. This activity emphasized the complete Analytics Value Chain, including problem identification, data cleaning, modeling, visualization, and storytelling. Students were guided to design visually engaging dashboards using filters, slicers, KPIs, and storytelling techniques that resonate with real-world business decision-making. Using Power BI, they built interactive, dynamic dashboards tailored to the selected domain. This exercise included identifying key performance indicators (KPIs), building meaningful visuals, and interpreting insights in business terms. It was emphasized that students should follow visualization best practices and effective communication of data stories. The innovation allowed students to apply analytical frameworks procedurally while demonstrating both creativity and analytical rigor. In order to enhance the pedagogical richness and encourage academic exchange, a faculty member from a peer institution was invited to co-teach the topic of "What-If Analysis in Excel." This collaborative teaching initiative allowed students to experience alternate perspectives

	on scenario modeling while facilitating a cross-pollination of teaching practices between institutions.
Implementation Process	Phase 1: Foundation Building Objective: Build a base understanding of analytics and dashboarding tools Activities: • Hands-on training in Excel functions, pivot tables, and Power BI fundamentals • Sessions on business analytics concepts and analytics value chain Phase 2: Domain and Dataset Selection Objective: Define business context and collect relevant data Activities: • Each group selected a business domain and identified a decision-making scenario • Public datasets (from Kaggle) were sourced • Preliminary data cleaning and preparation conducted in Excel or Power BI Phase 3: Analytics and Dashboard Development Objective: Apply analytics value chain to derive insights Activities: • Created dashboards using charts, filters, drill-downs, and slicers • Designed visualizations aligned with selected KPIs • Ensured clarity, interactivity, and visual appeal Phase 4: Presentation and Reflection Objective: Foster communication, collaboration, and reflective thinking Activities: • Group presentations of dashboards with problem-solution narratives • Peer Q&A sessions and feedback **Expert-led Co-Teaching Session** Objective: Enrich teaching and learning through inter-institutional collaboration Activities: • The peer institute faculty conducted an interactive session on What-If Analysis, Goal Seek, and Data Tables in Excel • Students explored multiple use cases and reflected on different instructional styles • Faculty members exchanged notes on classroom delivery and tool usage

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<tr><td>Outcomes and Impact</td><td>

Gained working knowledge of Power BI for business analytics
Strengthened problem-solving through domain-specific analytics applications
Enhanced skills in data storytelling and visual communication
Mirrored the real-world analyst workflow, making the course job-relevant
High ownership as students chose their own business problem and dataset
Strong peer collaboration and creativity in visual design and KPI selection

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<tr><td>Challenges and Mitigation</td><td>
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<tr><th>Challenge</th><th>Solution</th></tr>
<tr><td>Students faced difficulty in sourcing clean and complete datasets</td><td>Provided curated open-source datasets</td></tr>
<tr><td>Balancing visual appeal with analytical depth</td><td>Conducted interim reviews with feedback on visualization best practices</td></tr>
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<tr><td>Alignment with program Outcomes</td><td>PO-1 (Communication): Students presented analytical narratives effectively through dashboards and storytelling
PO-2 (Teamwork): Collaborative dashboard development nurtured team coordination and shared responsibility
PO-3 (Application of Frameworks): Applied analytical frameworks to realistic scenarios in chosen domains</td></tr>
<tr><td>Recommendations for Future Implementation</td><td>

Incorporate live datasets or challenges provided by industry partners to increase relevance
Include peer evaluation to balance individual accountability within group projects
Introduce a dashboard showcase day where best projects are shared across sections
Embed AI-assisted exploration (e.g., trend detection, forecasting) in dashboard projects

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<tr><td>Conclusion</td><td>This process allowed students to navigate the full analytics lifecycle, from identifying business problems to deriving and communicating insights. By using Power BI to build visually rich, interactive dashboards based on real data, students demonstrated critical analytical skills. This experience enriched their understanding of business analytics and prepared them for real-world analytical roles in various industries.</td></tr>
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