

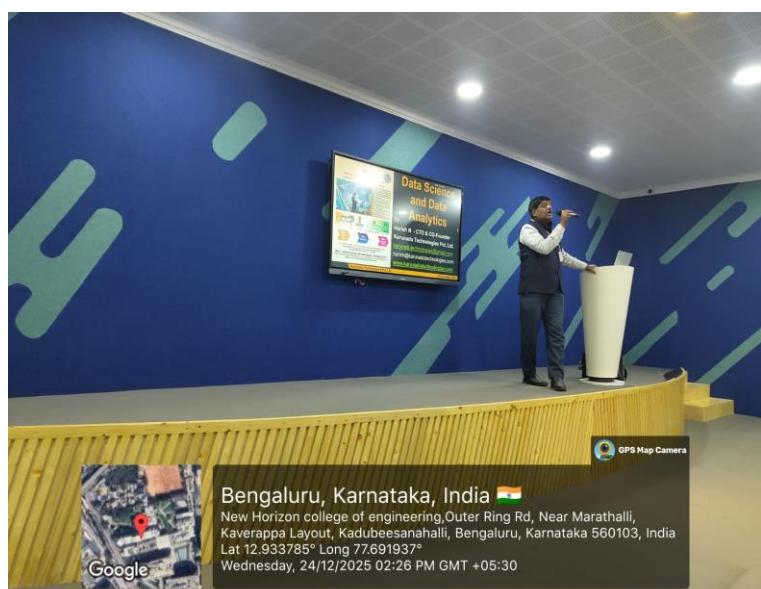


## DEPARTMENT OF MANAGEMENT STUDIES

### TECHNICAL TALK

<b>Title</b>	From Data to Strategy: How Managers Use Analytics for Competitive Advantage
<b>Department</b>	Department of Management Studies
<b>Date</b>	24-12-2025
<b>Time</b>	2.00 PM
<b>Speaker Name</b>	Mr. Harish. N
<b>Brief Description</b>	<p>The Department of MBA, New Horizon College of Engineering, successfully organized a technical talk lecture titled <b>“From Data to Strategy: How Managers Use Analytics for Competitive Advantage”</b> on <b>24th December 2025</b> at <b>Manthan Hall</b>. The session aimed to bridge the gap between theoretical knowledge and real-world managerial practices by highlighting the strategic role of data analytics in modern business decision-making.</p> <p>The resource person, <b>Mr. Harish N</b>, shared valuable insights on how organizations leverage analytics to gain competitive advantage, improve operational efficiency, and support strategic planning. He discussed real-time industry use cases, emerging trends in analytics, and the skill sets required for managers in a data-driven business environment. The session was highly interactive, with students actively participating in discussions and clarifying their queries related to analytics applications in management.</p> <p>The event significantly enhanced students' understanding of analytics-driven decision-making and its relevance across functional areas such as marketing, finance, operations, and human resources.</p>

Images





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