



DEPARTMENT OF MANAGEMENT STUDIES

TECHNICAL TALK

Title	From Data to Strategy: How Managers Use Analytics for Competitive Advantage
Department	Department of Management Studies
Date	24-12-2025
Time	2.00 PM
Speaker Name	Mr. Harish. N
Brief Description	<p>The Department of MBA, New Horizon College of Engineering, successfully organized a technical talk lecture titled “From Data to Strategy: How Managers Use Analytics for Competitive Advantage” on 24th December 2025 at Manthan Hall. 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, Mr. Harish N, 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



Technical Talk

From Data to Strategy: How Managers Use Analytics for Competitive Advantage?



Mr. Harish N.
CTO and Co-Founder
Karunadu Technologies Pvt. Ltd.

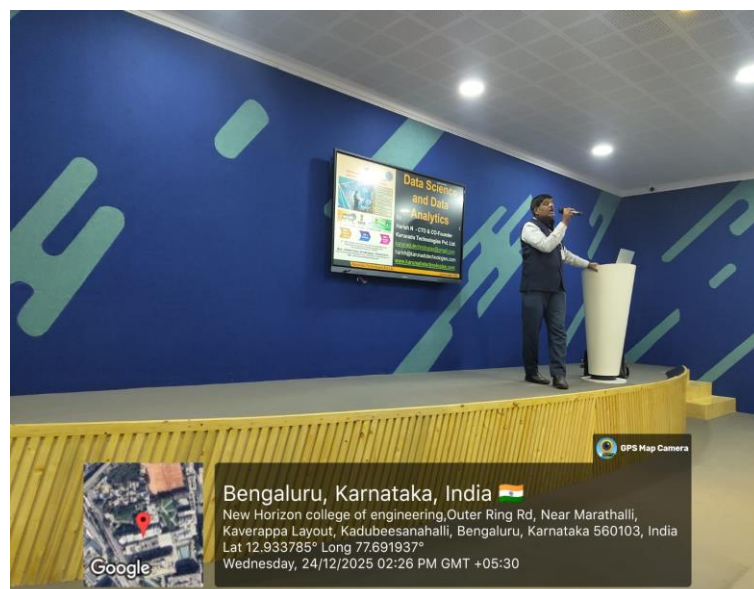
📅 24th December 2025
🕒 2:00 PM to 4:00 PM
📍 Manthan Hall

Faculty Coordinator
Mr. Naresh KV
Assistant Professor - MBA

Convenor
Dr. Anandhi R J
Dean-Academics

Dr. Manjunatha
Principal

Organizing by
Department of Management Studies





Faculty

HoD