



**GRADUATE SCHOOL OF MANAGEMENT STUDIES**  
**GUJARAT TECHNOLOGICAL UNIVERSITY**  
(Accredited with A+ Grade by NAAC)

*A Guest Session on*  
*“Industry Utility of Business Analytics”*

Date: 02/03/2023

Name of Expert: Dr. Dhruv Brahmhatt

Designation: Associate Professor

Affiliation: GLS University, Ahmedabad

A guest session on "Industry Utility of Business Analytics" was organized as a part of the "Business Analytics" course of MBA (International Business) Program for semester-4 students at Academic Block-4, GSMS-GTU. The expert, Dr. Dhruv Brahmhatt, an associate professor and assistant registrar of GLS University, nicely explained the applications of business analytics. He discussed about different industries which have successfully implemented the business analytics and how it is the current need of market.

The students highly appreciated the guest session and understood the industry usage of business analytics tools. About 30 students attended the session and actively participated in discussion. The expert appreciated the involvement and dedication of the students. The session was organized and coordinated by the course coordinator Dr. Neela Multani, Assistant Professor, GSMS.

Few glimpses of the session are as below.



Report Prepared by:  
Dr. Neela Multani, Assistant Professor, GSMS