



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

School of Management Studies

Report on “Workshop on Basics of Data Analysis Using SPSS”

1) Title of Event: Basics of Data Analysis Using SPSS

2) Type of Event: Workshop

3) Date, Time and Venue of the Event:

Date: 28th March 2025

Time: 10:30 AM To 1:30 PM

Venue: Academic Block – 4, Computer Lab

4) Description of Event:

The Workshop on Basics of Data Analysis Using SPSS was organized for students of BBA Semester 6, aiming to enhance their analytical skills and practical understanding of statistical tools. The session provided a comprehensive introduction to SPSS, covering essential concepts such as data entry, descriptive statistics, and graphical representation. Students learned how to navigate the software, input and manage datasets, and perform fundamental analyses to interpret data effectively. The workshop was designed to bridge the gap between theoretical knowledge and real-world application, enabling students to make data-driven decisions in their future careers.

The hands-on approach of the workshop allowed students to actively engage with the software, perform data analysis exercises, and gain insights into the practical use of statistical techniques. The resource person guided participants through various case studies, demonstrating how SPSS can be leveraged to analyse trends, test hypotheses, and draw meaningful conclusions. By the end of the session, students had



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developed a foundational proficiency in SPSS, equipping them with valuable skills for academic research and business analytics.

5) Name of Expert and brief speech:

Dr. Bhavesh Parmar, Having more than 18 years of teaching experience. Presently working as Assistant Professor in the area of Research Methodology at National Forensic Sciences University, Gandhinagar, Gujarat, India. He teaches across PG & UG management programs since 2008 in the area of Marketing, Research Methodology, General management. He has exposure to develop various course curriculum, conducted workshops & delivered expert sessions in research methodology & SPSS at different universities.

6) Number of Participants:

A total of 18 students of BBA semester-6 attended the session.

7) Photograph of the Event:





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8) Brochure or Flyer of the Event:



9) Feedback of the Event:

- Students appreciated the workshop for providing a clear and practical introduction to SPSS, helping them understand how to analyse and interpret data effectively.
- Many students found the hands-on exercises particularly useful, as they could directly apply what they learned and gain confidence in using the software.
- Students praised the resource person for making the session interactive and explaining concepts in a simple and engaging manner, making it easier to grasp complex statistical techniques.
- Students found the workshop highly relevant to their coursework and future careers, as data analysis is a crucial skill in the business and management field.



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10) Social Media Post:



Coordinator of the Event:

Dr. Neela Multani, Assistant Professor, GSMS

Report Prepared By:

Ms. Shreeya Mehta, Student, BBA-6, GSMS

Report Edited By:

Dr. Neela Multani, Media Committee Member, GSMS