



# St. Joseph's College of Commerce (Autonomous)

163 Brigade Road, Bengaluru, Karnataka - 560 025.

# ANALYTICS BEACON

## VOL 6 ISSUE 1 | SEPTEMBER 2025

AN INITIATIVE BY THE DEPARTMENT OF PROFESSIONAL PROGRAMMES

The B.Com (Analytics) Programme equips students with a strong foundation in commerce while developing advanced analytical skills to thrive in a data-driven business environment. The course enables students to analyze data, identify patterns, and apply tools like Python and R to solve real-world business problems. By engaging with structured and unstructured data, students learn to approach challenges both retrospectively and prospectively. The programme also emphasizes continuous learning through workshops, guest lectures, and industry interactions, ensuring students stay updated with evolving trends in analytics.



### THE FUTURE OF ANALYTICS: GROWTH BEYOND CHANGE

The future of analytics is not just about industry shifts, it reflects how the profession is evolving and opening new opportunities.

### HEADS & COORDINATORS

**Head of Department:**

Ms. Sumithra Sreenivasan

**Faculty Co-Ordinator:**

Dr. Nancy Christina J

**Student Co-Ordinator:**

JK Keno Manickam

# REDEFINING CHALLENGES INTO OPPORTUNITIES



## UNCERTAINTY

### 🌟 2025 Headlines

- Mass Layoffs → Tech | Consulting | Analytics
- Big Names Cutting Jobs → Oracle • Amdocs • AWS
- Despite → Billions in profits & revenue growth

### 🎓 Student Concerns

- Skills may be outdated on graduation
- Market flooded with experienced talent



## ADAPTABILITY

### 🤖 AI Shift in Analytics

- Automation replacing repetitive analytical tasks
- Companies seek fewer professionals with:
  - 🔧 Technical skills
  - 👛 Business acumen
  - 📖 Storytelling
  - 🌐 Domain expertise
- 🚫 Not Enough Anymore:
  - “Just coders”
  - “Just dashboard builders”
- ✅ In Demand:
  - Adaptable<sup>e</sup> professionals who prove ROI of analytics



## GROWTH

### 🌍 Global Analytics Market

- \$35.7B (2023) → \$118.5B+ (2029)
- Growth ≠ Job security → comes from personal differentiation
- 🌐 Layoffs Impact
  - US & Europe → hit hard
  - India → analytics jobs expanding
- 📈 India's Growth
  - CAGR ~25% till 2027
  - Driven by:
    - 🏦 BFSI
    - 🏥 Healthcare
    - 💻 IT services
    - 🛒 Retail analytics
  - Powered by outsourcing + domestic demand

# SKILL SPOTLIGHT

## CAREER EDGE AND CERTIFIED GROWTH

### Standing Out in the Analytics Job Market

Staying employable in an era of rapid automation and generative AI demands "human finesse, adaptability, and ethical grounding". Perplexity CEO Aravind Srinivas advises: "Move beyond panic invest your time in upskilling. Building adaptability, continuous learning, and an entrepreneurial mindset is your edge".

### COURSES AND CERTIFICATIONS

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)



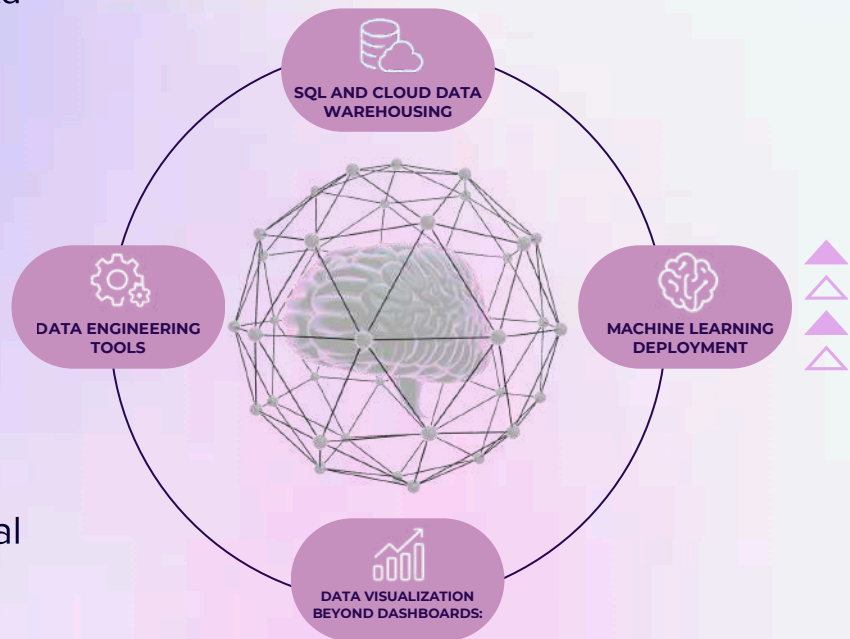
- IBM Data Analyst Professional Certificate (Coursera)



- Google Data Analytics Professional Certificate (Coursera)



### USEFUL TECHNICAL SKILLS



### PROJECTS & APPLICATIONS

- **Sales Dashboard with Power BI** – Designed an interactive dashboard to track KPIs, trends, and forecasts.
- **Customer Churn Prediction (ML)** – Built a predictive model using Python to identify at-risk customers.
- **Data Cleaning & Visualization (SQL & Excel)** – Automated data preprocessing and visual reporting for large datasets.

# EMERGING JOB OPPORTUNITIES



## Business Intelligence Specialist

- Forecasting, budgeting, risk modeling
- Supports banks, insurance, fintech

## Financial Data Analyst

- Builds dashboards (Tableau, Power BI)
- Enables real-time insights for decisions

## Operations & Supply Chain Analyst

- Optimizes logistics, procurement, inventory
- Cuts costs & ensures efficiency

## People Analytics Specialist

- Tracks hiring, performance, engagement
- Ensures data-driven HR strategies

## Risk & Compliance Analyst

- Detects fraud, predicts credit risks
- Monitors regulatory compliance

## Embedded Analytics Specialist

- Integrates analytics into CRMs, ERPs, finance tools
- Provides insights within workflows

## Sustainability & ESG Analyst

- Tracks climate impact & supply chain ethics
- Aligns with investor & regulatory expectations

## Product Analytics Manager

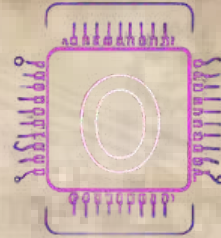
- Links data insights → design decisions
- Enhances UX & growth in tech firms

# TRACING THE ROOTS OF ANALYTICS IN INDIAN LITERATURE



## Ancient Times

Vedic scholars tracked planets, built tables, and guided farming & rituals.

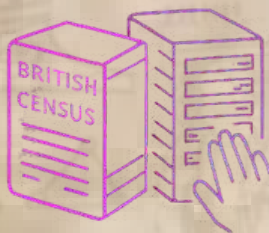
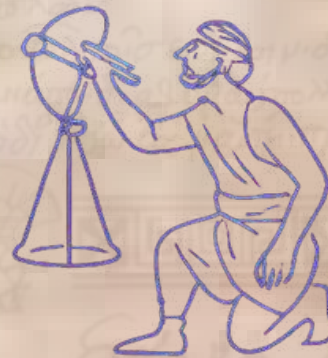


## The Game-Changer

Zero. Without it, there's no binary code, no cryptography, no computing.

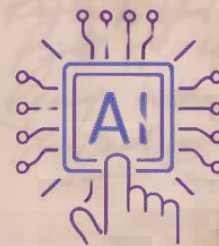
## Early Cryptography

Sanskrit texts described secret codes, while Vedic chants were passed with precision—an ancient “two-factor authentication.”



## Colonial & Modern

From the British census to Mahalanobis shaping India's five-year plans.



## Today

Aadhaar, the world's largest biometric database, IT powering global business, & Indian researchers driving quantum security.

# ANALYTICS IN ACTION: SEMINARS & WORKSHOPS



The department hosted a city-level seminar on Generative AI, featuring expert talks, an engaging panel discussion, and a career-focused session exploring how AI is transforming industries.



## 1st Years: Excel

Built strong foundations in data handling, a skill every industry values.

## 2nd Years: Power BI

Learned to turn raw data into insights, boosting employability.

## 3rd Years: Resume Writing

Gained skills to present achievements confidently in a competitive market.

**Practical skills are the foundation of career growth and confidence.  
These workshops empower students with industry-relevant tools to excel and stand out.**



## THE DRIVING FORCE BEHIND ANALYTICS

Every successful event is powered by the dedication of our Analytics Department core team—a group of enthusiastic students and coordinators who work tirelessly to plan, organize, and execute. Their collaborative spirit ensures that every initiative leaves an impact on both participants and the department.

# SPOTLIGHT ON SUCCESS

## 3 BCOM A



# KALOTSAV OVERALLS WINNERS



## FIRST PLACE - ABSURD INSURANCE AT PARIKSHIT 2025

Our team emerged as winners of the Absurd Insurance Pitch Competition at Parikshit 2025, hosted by Christ University. The event challenged participants to present innovative yet unconventional insurance ideas with clarity, professionalism, and strategic thinking.

# DECODE & DISCOVER

## WORD SEARCH

M K U A R L P V K S N R B Y J E  
H H C H A N G E Y L G A F F J Y  
Y T E M N E L N J L W B L D S Y  
L W K C Z E T L P I U V K D U T  
L O B C N N T P P K X Z P P F I  
M R A L T E Y W Y S A R X A V N  
C G Y P L G I E O T T W U P L U  
S B A N N A E L R R R B T D G I  
U D R D C H S L I Y K O C J I H  
A D Y B O Z A J F S N L P L H G  
K Z Z W E Y F I U W E R O P R U  
I J Z G O B X T T V M R Z K U B  
O H M F Y E E H U G L C D V X S  
U F F T P X H O R Y Z A C Q N B  
S C B O W Q U Q E X K G I V J G  
Q I H R E E R A C V O I B X M O

LAYOFF • RESILIENCE • ADAPT • FUTURE • HOPE • GROWTH •  
SUPPORT • CHANGE • UNITY • SKILLS • CAREER • NETWORK

mail your answers to [jkkeno0102@gmail.com](mailto:jkkeno0102@gmail.com)