



DEPARTMENT OF MBA

Report Submission: 06-04-2026

Semester: ODD	Academic Year: 2025-26	Venue: MBA Auditorium
Event Date: 05/03/2026	Time: 10:00 Am to 03:00 Pm	Duration: 5 Hours

TYPE OF EVENT: COMPETITION

EVENT NAME: "Datamind – Think, Analyse, and Win"

Target Audience: MBA Students	Number of Participants: 50
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Objectives:

- Enable participants to interpret datasets, identify patterns, and derive meaningful insights using logical and data-driven approaches.
- Provide practical exposure to data cleaning, visualization, and basic analytical techniques to solve real-world business problems.
- Promote the ability to transform raw data into actionable recommendations that support business strategies and competitive advantage.

Program Introduction: A competition titled "Datamind – Think, Analyse, and Win" was conducted for the students to enhance their analytical thinking and decision-making skills. The event encouraged participants to apply logical reasoning and data-driven approaches to solve real-world problems. The session was led by Mr. Akash Krishna, who provided valuable insights and motivated students to develop a strategic mindset for academic and professional success.

Theme of the Event: Data Mind – Think, Analyse and Win

In today's data-driven world, the ability to think analytically and interpret data is a key skill for future professionals. Data Mind – Think, Analyse and Win focuses on challenging participants to explore datasets, uncover insights, and make smart decisions. The event encourages students to apply analytical thinking and practical Excel skills to solve real-world business problems.



Detailed Report:

The event "*Data Mind – Think, Analyse and Win*" was successfully organized to encourage students to develop analytical thinking and practical data interpretation skills. The competition began at 10:00 AM in the morning with enthusiastic participation from students interested in the field of Business Analytics and data-driven decision making.

The program started with a brief introduction explaining the objectives of the competition and highlighting the growing importance of data analytics in modern business environments. Participants were informed about the rules, evaluation criteria, and the structure of the event. The competition aimed to test students' ability to think critically, analyse datasets, and derive meaningful insights using analytical tools such as Microsoft Excel and Power BI.

The event consisted of two rounds. In Round 1, a total of 12 teams participated in the competition. Each team was provided with a dataset and was required to analyse and interpret the data using Excel or Power BI. The participants worked on tasks such as data cleaning, creating pivot tables, generating charts, identifying patterns, and presenting meaningful insights from the dataset. This round primarily focused on evaluating the teams' analytical thinking, data interpretation ability, and data visualization skills.

After careful evaluation of the teams' performance, four teams were shortlisted for the final round. These teams demonstrated strong analytical ability and effective use of analytical tools.

In Round 2 (Final Round), the shortlisted teams were given specialization-based datasets related to different domains such as Finance Analytics, HR Analytics, and Marketing Analytics. In this round, students were expected to analyse the datasets, identify key insights, and present meaningful interpretations related to the specific business domain. This stage of the competition tested the participants' ability to apply domain-specific analytical thinking and strategic decision-making based on data.

The event was evaluated by the faculty members from the department, Dr. Bhargava N and Prof. Jency Fernandez J, who served as the judges for the competition. Their evaluation was based on criteria such as analytical approach, interpretation of data, visualization, and clarity of insights presented by the teams.

During the event, the Head of the Department, Dr. Kiran L Maney, addressed the students and encouraged them to continue developing their analytical and data interpretation skills, emphasizing the importance of data analytics in today's professional world.

The final round was highly competitive, with teams presenting their analysis and insights effectively. At the end of the competition, Dr. Bhargava N officially announced the winners from the final round,



and two teams emerged as the winners for their outstanding analytical performance and presentation of insights.

Overall, the event was a great success and provided students with a valuable opportunity to gain hands-on experience in analysing real datasets using Excel and Power BI. The competition helped students strengthen their analytical thinking, data visualization, and data-driven decision-making skills, making it a meaningful learning experience for all the participants.

Geo - Tagged Photos:



Students working on the first round datasets



Students Presenting their dashboards and explaining in the round



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Questions and answer session



Final Round Students presenting their dashboard using excel



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HOD Dr. Kiran L Maney addressing the participants and the event



Dr. Bhargava N announcing the winners and addressing other participants



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Students working on the datasets



Dashboard Presented By Students



Conclusion:

Data Mind – Think, Analyse and Win was a successful and engaging event that provided students with an opportunity to apply their analytical and problem-solving skills using tools like Excel and Power BI. The competition encouraged teamwork, critical thinking, and effective data interpretation across different business domains. Overall, the event created a valuable learning platform that strengthened students' interest in business analytics and data-driven decision making.

