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1	Data Science for Business	978-93-5515-398-2	Book	English	Publisher	book rivers	Author : Vivek Veeraiah, Dr. Prasanth Yalla, Dr. Sunil Ramchandra Gupta, Prof. Saurabh Sharma	31/07/2022

Dr. Vivek Veeraiah is a Research Scholar of Computer Science Department, BGSY, Adichunchanagiri University, and Karnataka, India. He received his B.E. degree in Electronics and communication from Visvesvaraya Technological University (VTU), India, in 2006, M.S. degree in Computer Science from New York University, USA in 2009 and MBA in Innovation and Technology Management from New York University in 2020. He was an Adjunct Professor and Administrative Director of Technology Management Division of New York University School of Engineering from 2009 to 2021. His research interests include Internet of Things, Computer Networks, Entrepreneurship, Social Entrepreneurship, Innovation and Technology Management. At present, He is engaged in IoT and Social Entrepreneurship for developing countries.

Dr. Prasanth Yalla, graduated B.Tech(CSE) and M.Tech(CSE) from Acharya Nagarjuna University, Andhra Pradesh and was awarded his Ph.D. degree in CSE titled "A Generic Framework to identify and execute functional test cases for services based on Web Service Description Language" from Acharya Nagarjuna University in April 2013. Presently he is working as Professor in the department of Computer Science & Engineering, Associate Dean of B&ED division in R1 University, Andhra Pradesh. With total of 18 years teaching experience, has published 40 papers in various international journals and 4 papers in conferences, few patents. His research interests include Advanced Software Engineering, Web services, ML and SCM. He teaches several subjects like Multimedia technologies, Distributed Systems, Advanced Software Engineering, Object Oriented Analysis and design, C++, OOPS, ADMS, etc. He is the life member of CSI and received "Active Participation- Young Member" Award. He is also a member of ACM. He received the BEST TEACHER AWARD during Feb20. He is also awarded as the Best Academician, Best researcher and best teacher during his tenure.

Dr. Sunil Ramchandra Gupta has a brilliant academic record of more than 18 years of teaching and 10 years of research experience in renowned colleges and university. Dr. Sunil R. Gupta currently working as an Assistant Professor, Department of Computer Science and Engineering, P.B.M Institute of Technology and Research, S.G.B Amravati University, Amravati, Maharashtra. He possesses Doctorate Degree (Ph.D.) in Computer Science and Engineering, from Faculty of Engineering and Technology, Sant Gadge Baba Amravati University, Amravati. He is a specialized academicians in the field of Database Systems and Data Science. He has published 30 papers in reputed Journals and Conferences. He has Publication and Grant of 07 Patents and 03 Copyrights on his name. He is Board of Study Member in Information Technology at S.G.B Amravati University, Amravati. He is recognized Supervisor for Ph.D in Computer Science and Engineering, and Information Technology at S.G.B Amravati University, Amravati. He is associated with various Professional Bodies like Computer Society of India (CSI), IEEE, IETE and AI as a Professional Individual Member.

Prof. Saurabh Sharma working as Assistant Professor and Head of the Department (Department of Computer Science & Engineering) at Global Nature Care Sangathan's Group of Institutions, Faculty of Engineering and Management Jabalpur, Madhya Pradesh. He has 12 years of experience in Teaching & 04 years of experience in Development Software Applications Expertise in various software systems and Platforms with a good understanding of OOPS, Structured System Analysis & Design, Expertise in web and desktop applications development using Core Java, Spring MVC, Spring Boot and various deployment Wizards like ecologic 10.3.5. Experience in open-source automation server Jenkins, Experience DevOps, AWS, and running applications using Docker, Open Shift, and Kubernetes. Experience Developing open-source, cross-platform runtime environment for developing server-side and Networking applications using Node.js framework. Experience in testing a Node.js API with Node.js and using Mongo and Chai, Swagger, cucumber. He has 14 publications in peer-reviewed International/National journals with high impact factors and has 05 publications in various International Conferences. He has 10 Indian patent Publications, 02 Copyright, 01 Australian Patent publications. He has participated as a Mentor in Different National/International Hackathons.

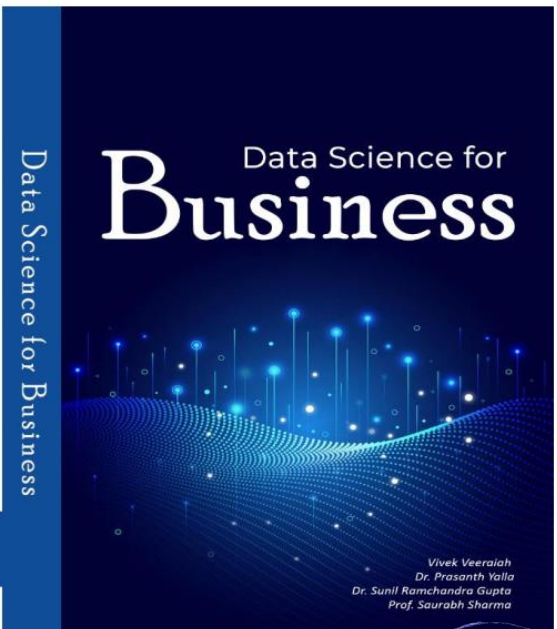
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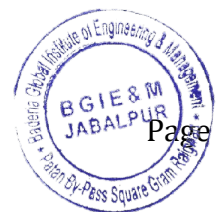
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Leveraging Data Science for Competitive Business Intelligence

ZEBA VISHWAKARMA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores how data science can be harnessed to gain competitive advantage in business. By integrating advanced analytics and machine learning, companies can extract actionable insights from data to drive strategic decisions, optimize operations, and outperform competitors. Case studies highlight successful implementations and methodologies.



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The Role of Data Science in Transforming Business Strategies

ZOHAIB HASAN

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This study examines the transformative impact of data science on business strategies. It discusses how data-driven approaches can reshape strategic planning, enhance decision-making, and lead to more agile and responsive business practices. Key trends and practical applications are analyzed.



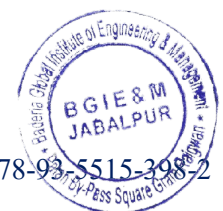
Data Science and Its Impact on Business Decision-Making

ABHISHEK VISHWAKARMA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The paper investigates how data science influences business decision-making processes. It covers the role of predictive analytics, big data, and machine learning in providing accurate forecasts and actionable insights, thereby improving decision quality and operational efficiency.



How Data Science Enhances Customer Relationship Management

NEHA THAKRE

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This research explores the application of data science in customer relationship management (CRM). It highlights how data-driven insights can enhance customer segmentation, personalize marketing efforts, and improve overall customer engagement and satisfaction.



Optimizing Supply Chain Operations with Data Science

RUBEE KURMI

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper delves into the use of data science for optimizing supply chain operations. Techniques such as predictive analytics, inventory management, and demand forecasting are discussed, showcasing how they contribute to reducing costs and improving efficiency.



Data Science Techniques for Improving Business Forecasting

AARTI VERMA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study focuses on data science techniques used to enhance business forecasting accuracy. It covers methods such as time series analysis, machine learning algorithms, and ensemble methods, providing practical examples and best practices for accurate predictions.



The Integration of Data Science in Financial Analytics

ABHISHEK PATEL

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper examines how data science integrates with financial analytics to improve investment strategies, risk management, and financial planning. It discusses the use of machine learning models, big data analytics, and quantitative analysis in financial decision-making



Data Science Applications in Marketing and Customer Segmentation

ANKIT DUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research explores various data science applications in marketing, including customer segmentation, campaign optimization, and personalized advertising. It highlights how data-driven strategies can enhance marketing effectiveness and ROI.



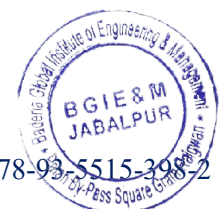
Enhancing Business Operations with Predictive Analytics

BARKHA THAKUR

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the use of predictive analytics to enhance business operations. It covers techniques such as predictive modeling, trend analysis, and risk assessment, demonstrating how they can lead to more informed operational decisions and improved performance.



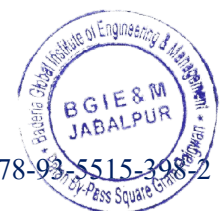
Using Data Science to Drive Innovation in Business Models

DIVYA PANDEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study investigates how data science can drive innovation in business models. It highlights case studies where data-driven insights have led to the development of new products, services, and business models, fostering innovation and competitive advantage.



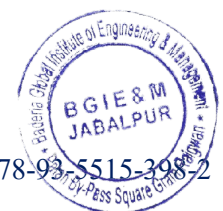
Data Science Approaches to Improve Sales Strategies

FARAH JAVED

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper focuses on data science approaches for improving sales strategies. It discusses techniques such as sales forecasting, customer behavior analysis, and optimization of sales processes to boost sales performance and revenue.



The Influence of Data Science on E-commerce Success

JAYA CHOUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This research examines how data science influences the success of e-commerce businesses. It covers areas such as recommendation systems, customer analytics, and sales optimization, demonstrating how data-driven insights can enhance e-commerce operations.



Building Data-Driven Business Cultures with Data Science

KALUKURI PRINCY NIVEDITHA

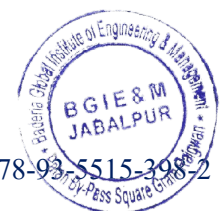
Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores how to build a data-driven business culture using data science. It discusses strategies for fostering a data-centric mindset, integrating data into decision-making processes, and overcoming challenges related to data culture transformation.



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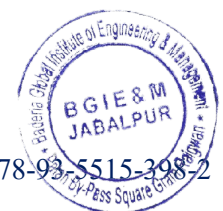
Data Science for Enhancing Human Resources and Talent Management

KANCHAN CHOUKSEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study examines how data science can enhance human resources and talent management practices. It covers areas such as employee performance analysis, recruitment optimization, and workforce planning, showcasing the benefits of data-driven HR strategies



Data Science and Risk Management in Financial Services

KUSHBOO CHOUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the role of data science in risk management within financial services. It discusses methods for identifying, assessing, and mitigating financial risks using data-driven approaches, including predictive analytics and machine learning.



Leveraging Big Data Analytics for Business Growth

MALLIKA ROY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research investigates how big data analytics can drive business growth. It covers the role of big data in uncovering market opportunities, improving customer insights, and optimizing business operations, with examples of successful implementations.



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How Data Science Can Revolutionize Healthcare Business Models

MAMATA SAMAL

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the potential of data science to revolutionize healthcare business models. It discusses applications such as predictive analytics for patient care, operational efficiency, and personalized medicine, highlighting the transformative impact of data-driven approaches.



Data Science in Retail: Strategies for Maximizing Profitability

N SUNDRA RAJULU

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study focuses on data science strategies for maximizing profitability in the retail sector. It covers techniques such as demand forecasting, inventory management, and customer behavior analysis to enhance profitability and operational efficiency.



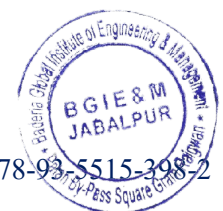
The Impact of Machine Learning on Business Intelligence

NEHA PANDEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper examines the impact of machine learning on business intelligence. It discusses how machine learning algorithms enhance data analysis, generate insights, and support strategic decision-making, leading to improved business outcomes.



Optimizing Operational Efficiency through Data Science

PANKAJ PALI

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research explores how data science can optimize operational efficiency. It covers methods such as process optimization, predictive maintenance, and resource allocation, demonstrating how data-driven approaches lead to more efficient operations.



Data Science Techniques for Strategic Business Planning

PRIYANKA MISHRA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper investigates data science techniques used in strategic business planning. It discusses methods such as scenario analysis, trend forecasting, and decision optimization, providing insights into how data science supports long-term business planning.



Harnessing Data Science for Effective Product Development

RANU SAHU

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study examines how data science can be harnessed for effective product development. It covers techniques such as market analysis, user feedback analysis, and product optimization, showcasing how data-driven insights lead to successful product innovations.



The Role of Data Science in Enhancing Customer Experience

RENU DWIVEDI

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the role of data science in enhancing customer experience. It discusses methods for personalized recommendations, customer sentiment analysis, and experience optimization, highlighting how data science improves customer satisfaction.



Data Science for Competitive Analysis and Market Insights

ROSHNI DUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research focuses on using data science for competitive analysis and market insights. It covers techniques such as market trend analysis, competitor benchmarking, and strategic intelligence, providing tools for gaining a competitive edge.



Predictive Maintenance: Data Science Applications in Manufacturing

SAURABH VERMA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the application of data science in predictive maintenance within manufacturing. It discusses techniques for monitoring equipment health, predicting failures, and optimizing maintenance schedules to reduce downtime and costs.



Data Science and its Role in Business Process Automation

SHALINEE KUSHWAHA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study investigates the role of data science in business process automation. It covers methods such as process analysis, automation algorithms, and efficiency improvement, demonstrating how data science enhances business operations through automation.



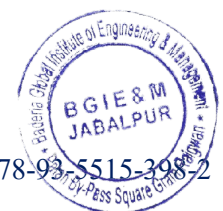
How Data Science Drives Innovation in Financial Technologies

SHIVAM TIWARI

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper examines how data science drives innovation in financial technologies (fintech). It discusses applications such as fraud detection, algorithmic trading, and customer analytics, showcasing the transformative impact of data-driven approaches in fintech.



Data Science for Enhancing Supply Chain Visibility

ZEBA VISHWAKARMA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research explores how data science enhances supply chain visibility. It covers techniques such as real-time tracking, predictive analytics, and supply chain optimization, demonstrating how data-driven insights improve supply chain management.



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Implementing Data Science for Effective Business Performance Metrics

NISHANT KHARE

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper focuses on implementing data science for effective business performance metrics. It discusses methods for designing and analyzing performance metrics, setting targets, and measuring outcomes to drive business performance improvements.



Data-Driven Strategies for Improving Business Profitability

AARTI VERMA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study examines data-driven strategies for improving business profitability. It covers techniques such as cost analysis, revenue optimization, and profitability forecasting, providing insights into how data science contributes to financial success.



The Future of Business Analytics: Trends and Predictions

ABHISHEK PATEL

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores future trends and predictions in business analytics. It discusses emerging technologies, evolving methodologies, and anticipated changes in data science practices, providing a forward-looking perspective on business analytics.



Data Science and Its Impact on Business Model Optimization

ANKIT DUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research investigates the impact of data science on business model optimization. It covers how data-driven insights can refine business models, improve operational efficiency, and drive growth, with examples of successful model optimizations.



Real-Time Analytics: Data Science in Action for Businesses

BARKHA THAKUR

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper examines the role of real-time analytics in business operations. It discusses how data science enables real-time data processing, decision-making, and responsiveness, showcasing applications across various business domains.



Data Science for Enhanced Risk Management and Compliance

DIVYA PANDEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study explores how data science enhances business risk management. It covers methods for identifying, assessing, and mitigating risks using data-driven approaches, providing tools for more effective risk management strategies.



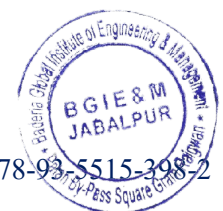
Using Data Science to Improve Business Customer Acquisition

FARAH JAVED

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper focuses on using data science to improve customer acquisition strategies. It discusses techniques such as lead scoring, marketing optimization, and customer targeting, demonstrating how data-driven insights enhance customer acquisition efforts.



The Evolution of Business Analytics: From Traditional to Data Science

JAYA CHOUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research traces the evolution of business analytics from traditional methods to modern data science approaches. It covers advancements in analytics techniques, technology adoption, and the growing role of data science in business.



Data Science in Real Estate: Enhancing Market Predictions

KALUKURI PRINCY NIVEDITHA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the application of data science in real estate for market predictions. It discusses techniques such as property valuation models, market trend analysis, and investment forecasting, showcasing how data science improves real estate decision-making.



Transforming Business Decisions with Data Science and AI

KANCHAN CHOUKSEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study investigates how data science and artificial intelligence (AI) transform business decisions. It covers the integration of AI algorithms, data analytics, and decision support systems, demonstrating their impact on strategic and operational decisions.



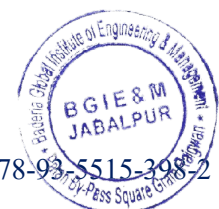
How Data Science Can Improve Operational Agility in Businesses

KUSHBOO CHOUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper examines how data science improves operational agility in businesses. It discusses techniques for dynamic decision-making, process optimization, and adaptive strategies, highlighting how data-driven approaches enhance organizational agility.



Data Science and its Role in Enhancing Business Value Chains

MALLIKA ROY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research explores the role of data science in enhancing business value chains. It covers methods for optimizing each stage of the value chain, from supply chain management to customer delivery, demonstrating the impact of data-driven insights on value creation.



Exploring Data Science Techniques for Business Growth

MAMATA SAMAL

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores various data science techniques used for driving business growth. It covers methods such as market analysis, growth forecasting, and strategic planning, providing insights into how data science supports business expansion.



The Synergy Between Data Science and Business Strategy

N SUNDRA RAJULU

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study investigates the synergy between data science and business strategy. It discusses how data-driven insights align with strategic objectives, support decision-making, and contribute to achieving long-term business goals.



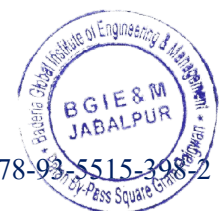
Data Science and Its Application in Business Revenue Optimization

NEHA PANDEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper examines how data science applications contribute to business revenue optimization. It covers techniques such as revenue forecasting, pricing strategies, and sales performance analysis, showcasing how data science drives revenue growth.



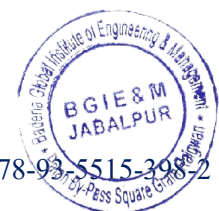
Integrating Data Science with Business Process Management

PANKAJ PALI

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research focuses on integrating data science with business process management. It discusses methods for process analysis, optimization, and automation using data-driven approaches, highlighting the benefits of integration for improved process efficiency.



The Benefits of Data Science for Small and Medium Enterprises

PRIYANKA MISHRA

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the benefits of data science for small and medium enterprises (SMEs). It covers how data-driven insights can enhance decision-making, operational efficiency, and competitive advantage, providing practical examples for SMEs.



Data Science Innovations for Improving Customer Retention

RANU SAHU

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The study examines data science innovations for improving customer retention. It discusses techniques such as churn prediction, loyalty program optimization, and personalized marketing, demonstrating how data-driven approaches enhance customer retention efforts.



Using Data Science to Forecast Business Trends and Market Movements

RENU DWIVEDI

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

This paper explores the use of data science for forecasting business trends and market movements. It covers techniques such as trend analysis, market prediction models, and scenario planning, showcasing how data science supports strategic forecasting.



The Role of Data Science in Shaping Business Analytics Tools

ROSHNI DUBEY

Baderia Global Institute of Engineering and Management, Jabalpur (M.P.)

Abstract

The research investigates the role of data science in shaping business analytics tools. It discusses advancements in analytics software, data visualization, and reporting tools, highlighting how data science influences the development of effective analytics solutions.

