

Master of Business Administration

Report on Business Analytics Hackathon

Event Name	Business Analytics Hackathon
Event type/Name	Skill Development
Date/Duration	10-09-2025
Organizers	Department of MBA Lakireddy Bali Reddy College of Engineering
Name of Convener	Dr. K. Deepika Associate Professor & HoD
Target audience	Students
Total No. of Registered participants	126
Objective the event	• To encourage participants to apply analytical and problem-solving skills using real-world business data. • To promote the use of data analytics tools and techniques for informed decision-making. • To foster teamwork, innovation, and practical learning in the field of business analytics.
Description of the event:	The Business Analytics Hackathon was designed to challenge participants to analyze datasets and derive meaningful business insights within a limited time frame. Teams worked collaboratively to identify patterns, trends, and solutions using analytical tools such as Excel, Tableau, and Python. The event emphasized data-driven decision-making and creative problem-solving, allowing participants to demonstrate their technical expertise and strategic thinking. It provided a valuable hands-on experience that bridged theoretical knowledge with practical application in the field of business analytics.



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
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L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



ASE, CE, CSE, ECE,
EEE, IT & ME
Under Tier-I



CGPA: 3.20/4

Master of Business Administration
CIRCULAR

Date: 08-09-2025

Dear student,

This is to inform all MBA students that the Department of Master of Business Administration, in association with Esprit club, is organizing:

Business Analytics Hackathon – Data. Decisions. Innovation.

Date: 10-09-2025

Venue: MBA Seminar Hall

Time: 09:30 AM onwards

Objectives

- Apply analytical & problem-solving skills
- Use data analytics tools for decision-making
- Foster teamwork, innovation & practical learning

Students are encouraged to participate actively and make the event a success.

Dr K. Deepika
Head of the Department

CC: a) Class Teachers b) Classrooms c) Notice Boards



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BIZLYTICS



DECODE THE DATA

ON BASIS OF MM,HR,BA,FM

FACULTY COORDINATORS

Dr.O.Naresh

Mrs.P.B.Lavanya

Mr.M.S.Chakravarthy



MIND GUESS-TER

TEST YOUR INTUITION AND QUICK THINKING



CASE QUEST

CASE STUDY AND ROLE PLAY

STUDENT COORDINATORS

Sk.Ummar Farooq

B.Navaneeth

M.Varun Tej

K.Pavan sai

Sk.Tasneem Tabassum

Y.Akhila

D.Triveni

O.Lakshmi Bhavani



VISUALIZE IT

EXCEL DASHBOARD CREATION

MBA - Dept

Master of Business Administration

List of winners:

S.No	Name of the student	Roll No	Prize
1	K THANMAYI	24761E00A0	First
	S RAMYA	24761E00B7	
	S PRASANNA	24761E00C5	
	L DIVYA	24761E0086	
2	S MAHESH KUMAR	24761E00C4	Second
	K VENKATA RAO	24761E0095	
	D PURUSHOTHAM	24761E0011	
	CH MAHENDRA REDDY	24761E0009	





K. Deepika
Dr K. Deepika
Head of the Department