

# Data Analytics Skills for Managers

**Prof. Krishna Roy**

Faculty of Management Studies  
Dr B.C. Roy Engineering College  
Durgapur, West Bengal

**Prof. (Dr) Arunava Mookherjee**

Faculty of Management Studies  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

**Prof. Niloy Kumar Bhattacharjee**

Faculty of Management Studies  
Dr. B.C. Roy Engineering College  
Durgapur, West Bengal

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Website : [www.aryanpublishinghouse.com](http://www.aryanpublishinghouse.com)

# DATA ANALYTICS SKILLS FOR MANAGERS

## ABOUT THE BOOK

Data Analytics with all its associated verticals has spawned a substantial amount of interest, both corporate/industrial and academic, at all levels of the proverbial pyramid. The present textbook endeavours to provide advanced undergraduate students following the Business Administration curriculum of Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT, formerly WBUT, WB) with a reasonably thorough introduction to the trade. The threshold is kept purposely low to ensure access to students across the spectrum of scholastic merit, learning motivation and prior preparation. Illustrations, worked-out examples and questions have been limited purposely to the use of MS Excel only.

The book can be used both as a primary textbook and a textbook supplement at the advanced undergraduate and early graduate studies levels in an outcome-based education (OBE) context. The book might also, with minor pedagogical supplementation, be used for corporate/industrial training programmes, management development programmes and faculty development programmes.

## ABOUT THE AUTHORS

*Prof. Krishna Roy* has more than 35 years of professional experience which includes 6 years in Systems Analysis and Software Development and 3 decades in teaching and research in Computer Science, Management Science, Operations Management, Quantitative Techniques, Entrepreneurship, Business Communication and Soft Skills. An alumna of IISWBM, Kolkata and a senior member of the Operational Research Society of India and the current Vice President of its Durgapur Chapter, she has been teaching MBA students at the Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur, West Bengal, India since 2005.

*Prof. Arunava Mookherjee* earned her PhD in CRM and Customer Analytics and is dedicated to teaching MBA students for the last 20 years at the Faculty of Management Studies, Dr. B.C. Roy Engineering College, Durgapur, West Bengal, India. An alumnus of the Centre for Management Studies, The University of Bardwan and the Department of Physics, BHU, she has core industry and research experience in Customer Data Analytics and CRM modelling. She specializes in Digital and Social Media analytics and its applications in Strategic Integrated Marketing Communications.

*Prof. Niloy Kumar Bhattacharjee* teaches MBA students in the marketing area at the Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur, West Bengal, India. An alumnus of IIFM, Bhopal (PGP) and BHU, Varanasi (Economics), Prof. Bhattacharjee specializes in marketing research, stochastic modelling and data science applications in marketing management.

Book is also available in



**ARYAN PUBLISHING HOUSE**  
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