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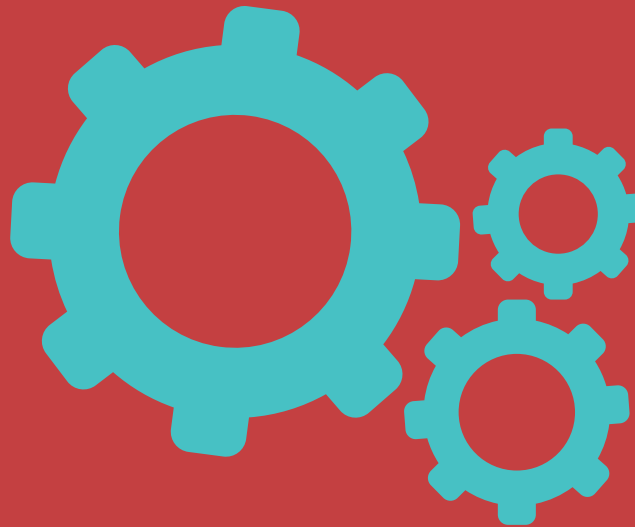
SILVER JUBILEE

years

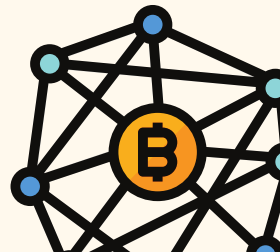
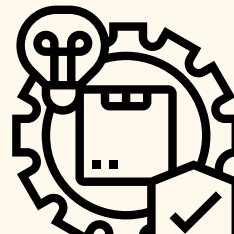
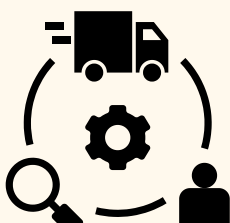
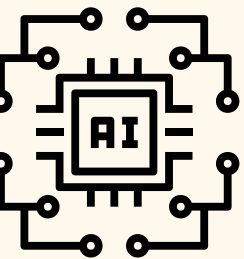
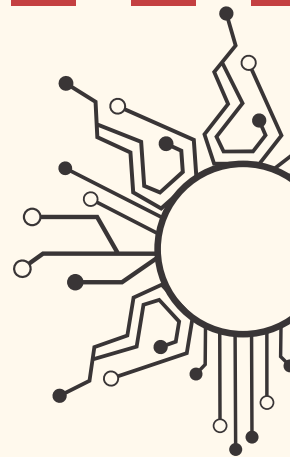
of Alliance Education



PRAXEIS NEWSLETTER



**MAY
2022**



CORE OPERATIONS

What strategy made Indigo the largest airline?

-Sayan Chatterjee



Can a firm operate in a ruthless and unforgiving Industry and yet remain profitable? Can a firm consistently perform above industry average without having a differentiated product?

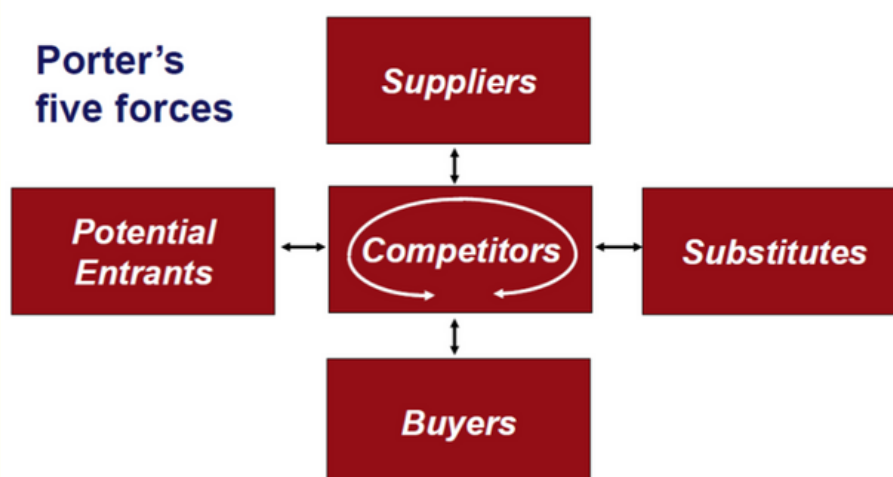
Well!! The answer is yes, and the firm I am talking about is Indigo- the airline company. Let us understand why it is nothing short of a miracle what Indigo has done and continues doing that makes it a unique success story of a perfect strategy in the loss-making Indian airline industry.

Indian Airline Industry competition and outlook

Airline Industry is the most lucrative and yet most ruthless industry to be in. India is the world's third-largest aviation market in terms of passenger throughput. The passenger traffic stood at 341.05 million in FY20. It grew at a compound annual growth rate (CAGR) of 11.13% during FY16-FY20.

India's domestic passenger traffic stood at 274.50 million in FY20, growing at a CAGR of 12.91% over FY16. India's aviation industry is largely untapped with huge growth opportunities, considering that air transport is still expensive for the majority of the country's population.

At the same time, several airlines have gone bankrupt, and the remaining ones are continuously making losses barring just one or two. Let us understand the Industry from Porter's five forces.



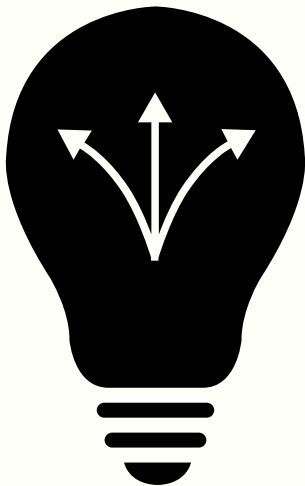
- Suppliers' bargaining power (Airplane manufacturers, Fuel suppliers), being almost oligopoly, is very high.
- Customers have acquired immense bargaining power due to the absence of differentiated products.
- Threats of substitutes are high due to no switching cost, and rivalry is intense due to higher exit costs. In addition to this, the cost of doing business is ever rising due to tighter rules and regulations imposed by DGCA

With so many forces acting against a firm, it is difficult to consistently perform and survive in this industry.

Building Operational synergy:

Indigo has very high on-ground efficiency with a turnaround time of 20 minutes. It has achieved this by taking a couple of measures such as defining work for every minute, whether between the time-of-flight arrival or flight departure. Every minute has some work assigned. This tight schedule helps specify each individual's roles and brings greater efficiency.

While pre-flight briefing is very common in the airline business, Indigo also conducts post-flight briefing. This is done to understand how further improvements can be made in the overall operations, a kaizen approach. Due to these measures, Indigo almost keeps every aircraft in the air on an average for 12 hours every day.



The path ahead: Identifying new opportunities and competencies

Although Indigo has been performing consistently and remaining on the top league table of the airline business using a combination of strategies, the competition will get fierce as the industry will soon witness some consolidation through mergers and acquisitions. Such Mergers will help bring overall efficiency to the airline space.

HOW COVID CHANGED THE AVIATION INDUSTRY FOREVER

-Tandle Anirudh Rao

There was this time when every word of every story on every front page of every paper either directly or indirectly dealt with the Coronavirus, but now, many months on, that is no longer the case. The world has awoken in a way that there is more relevance. However, in certain circles, in those most dramatically affected, COVID is still everything. That is certainly true for the aviation case. Almost everything they do nowadays is dictated by the ever-present backdrop of the century's first pandemic.

On September 25th, Qantas' VH-OQI, an a380, flew from Dresden, Germany to Victorville, California — a route that's relatively easily unordinary for an airline grounded in Australia, but it's not the route that made this notable. VH-OQI had been flown to Dresden in March for cabin refurbishment. By September, however, it came clear that the refurbishment was gratuitous, and that the aircraft was too airborne until, at least, 2023. This shows that this is the soonest Qantas believes passenger demand could return to 2019 levels when the a380 served as its flagship plane.



Meanwhile, this coming flight didn't, and, in some ways, couldn't live a time ago. On October 8th, Southwest flight 1920 flew from Phoenix, Arizona to San Jose del Cabo, Mexico. This looks like a fairly normal flight — just another big megacity to resort city route — but the backstory behind it explains its peculiarity. Mexico is one of the many major countries that has not confined entry to Americans, so, when the US surfaced from lockdown in May and June, Cabo was one of the first transnational destinations added back to Southwest's network. This is, without a mistrustfulness, because it's both open to Americans and, crucially, a rest destination.

Most of what anyone has been talking about recently, including us, has been on how this will fundamentally change the industry—on how the airline of 2029 will look markedly different than that of 2019. Today, though we're nearing more than the one-year mark when SARS-CoV-2 is believed to have made the jump from animal to human. With this amount of time behind us, the airline industry has already changed. The airline of today is already different than the airline of October 2019. So, to see what's happened formerly, we're going to look at eight breakouts that, for reasons either big or small, would have been considered strange, unique, or indeed inconceivable just a time ago moment, but now, are nothing out of the ordinary. We'll start with the end for one aircraft.



Still, the fact, specifically, that the airline would bother storing the plane, rather than scrapping or dealing with it, also marks a hint of sanguinity. Long-term aircraft storehouse isn't cheap — it involves relatively regular conservation and monitoring — and this means that Qantas does truly believe that demand will return to the situations of before — an opinion not held by all. Qantas desperately needs every bone they can get right now, so they would only spend plutocrats on keeping their a380s if they genuinely believed that there was a significant need for super-large aircraft in the medium-term future. Thus, while it's plenitude easy to find negative signs for the future of aeronautics, this flight does represent a belief that the good times will return for airlines.



Airline demand is traditionally resolved into rest and business, and these two parts have had veritably different stories of recovery. Rest demand picked up snappily and sprucely as soon as stay-at-home orders lifted, while business demand has slightly increased. This is no surprise considering that, overwhelmingly, services are still unrestricted, conferences are still canceled, and guests are still conservative. Thus, airlines have had to respond by removing capacity from where people travel for work and adding it to where people travel for holidays, similar to Cabo. Right now, there's a huge quantum of capacity being ditched into the Florida and Mexico requests. For illustration, there are twenty-four breakouts a week listed between New York and Cabo in the coming downtime, versus just two a week last downtime. Some rest destinations haven't only recovered briskly but have come out ahead versus how they were ahead. This is the case with Cabo, and the October 8th flight from Phoenix represented the first of numerous, with Southwest adding this city pair to their network. Overall, rest is winning, business is losing, and thus airlines that have historically been further rest-acquainted, like Southwest, have fared far better than their further business-acquaintance challengers.



One of those more business-acquainted challengers is United, which blazoned this new route from Milwaukee, Wisconsin to Fort Myers, Florida. Important like Southwest's flight, this presumably doesn't feel that strange but, for United, it's a dramatic deviation from the mean. You see, like utmost heritage carriers, United has traditionally been a strict follower of the hub-and-spoke school of network planning. Every single flight they fly, with veritably limited exception, either originates or terminates in DC, Newark, Chicago, Houston, Denver, Los Angeles, San Francisco, or Guam — their hub airfields. This flight, however, along with a whole package of others blazoned at the same time, does not. United wouldn't break from precedent without a good reason, and so this must mean something. Most probably, it indicates a blend of despair and invention — despair because they're now seriously contending on rest routes, a commodity they avoided ahead; and invention because United is reinventing its network design and getting a little more creative. Creativity and invention are what pushes an industry forward and so, indeed if it comes in the form of a route that's just ever so slightly different, it demonstrates a characteristic that would be welcomed once the downturn is over. Airlines are now willing to find profit wherever it might be.

OPERATIONS OF JET AIRWAYS

- Shreyaa Goutham

Founded in 1992, Jet Airways was an Indian International airline based in Delhi and having its secondary hubs in Chennai, Mumbai, and Kolkata. Having more than 15,000 employees, this airline company operates around 300 flights every day to 74 destinations around the globe. Jet Airways was known among people for its best in-flight experiences, including Indian, Oriental, and Continental cuisines, in-flight entertainment, priorities available for check-in, and in-flight shopping options. Overall, Jet Airways offers a comfortable flying experience to its passengers. By the end of 2004, Jet Airways was also listed on the Bombay Stock Exchange and became a public company.



In 1990, the operational strategy of Jet Airways was to position itself in a market different from that of Indian Airlines. Indian Airlines was a dominant player in the Aviation industry at that time. Though they had an extensive destination network, their airports and planes were less maintained, the staff was rude to travellers, and many drawbacks in their operations, including cancellations and delays. However, people did not have a choice but had to travel with Indian Airlines. So, before Jet Airways entered the market in 1993, their strategy was to remove this problem of limited selection for people and provide an excellent and safe flying experience, clean airports and planes, good customer service, etc. These strategies worked well for them to become one of the leading Airline companies in the country.

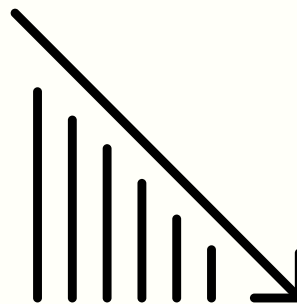
THE RISE OF JET AIRWAYS:

Jet Airways was once known as the "Ruler of Indian Skies." Naresh Goyal started this airline company. His relationship with the aviation industry began when he was 18 years old when he worked as a sales agent for Lebanese International Airline. He soon set up his agency called the "Jetair Caribbean" Goyal then spotted an excellent opportunity to start a new airline company when the Government opened the skies for private carriers in 1991. After this initiative by the Government of India, he soon acquired support from Gulf Air and Kuwaiti Air and took four aircraft for lease to start his dream airline company – "Jet Airways" in 1993. Here began the rise of Jet Airways. Soon after launching this airline service, they ferried 7,30,000 passengers in their first year of operations. About a decade later, its revenue had crossed \$1 billion. Followed by in 2009, Forbes named Goyal India's 75th richest man.



THE FALL OF JET AIRWAYS:

The considerable success led to an expansion drive, which ultimately resulted in the financial collapse of Jet Airways. The fall began when Jet Airways bought Air Sahara and renamed it "Jetlite" for 1450 crores, and many people felt it was too expensive for a loss-making airline. Also, the entry and rise of low-cost airlines such as IndiGo, SpiceJet, and GoAir began to cause trouble. To stay competitive in the market, Jet Airways lowered the cost of their tickets. In addition to reducing ticket costs, high taxes and rising fuel costs lead to heavy loss.



WHY DID JET AIRWAYS SHUT DOWN?

There's a saying that the wrong choice of investments led to the company's shutdown. Jet Airways couldn't find potential investors to bring themselves back to form. Hence, in March 2019, Naresh Goyal and his wife Anita Goyal stepped down from the board of Jet Airways. The company was somehow coping with a debt of 8000 crores, and most of its employees didn't receive payments. Due to this financial crisis, Jet Airways shut down all the domestic and international flights immediately. Hence, Jet Airways, once a pioneer in Aviation Industry, announced its temporary shutdown on 17th April 2019, with the reason being mounting losses.

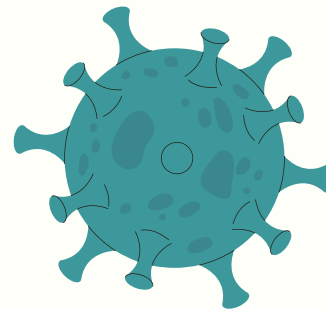
A COMEBACK?

After all these hurdles, Jet Airways hopes to make a comeback and aim to resume its domestic operations in 2022. Jet Airways has planned to lease narrow-body aircraft and start its domestic operations. Though Jet Airways has faced many obstacles in acquiring slots in some of India's busiest airports, they are still keeping its hopes high and strive to enter the international market by the third or fourth quarter of 2022. At the same time, the recovery of the airline company is also highly dependent on how the coronavirus pandemic behaves. Jet Airways has also made impactful changes in its board, contributing to its comeback. Finally, experts in the Aviation Industry predict that the re-entry of Jet Airways would highly intensify the competition in the market.

THE FUTURE FLIGHTPATH FOR THE AIRCRAFT MANUFACTURING INDUSTRY AFTER COVID - 19

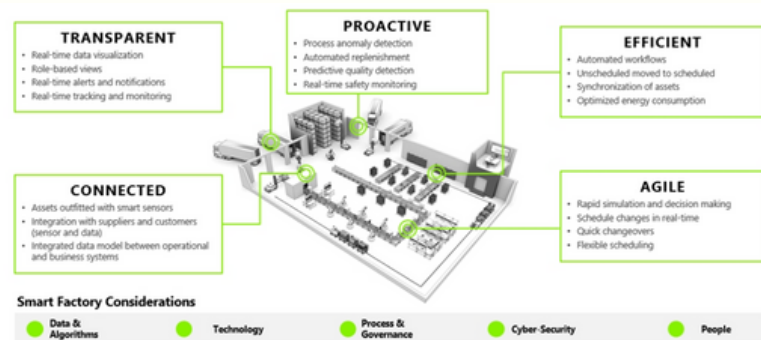
-Raagul

Over the past decade, the rapid rise in the production pace has led to staggered the aircraft manufacturing sector, thus overshadowing the era of digitalization of the industry. In a time when most industries and sectors are 65% - 75% digitalized, the aircraft manufacturing industry is lagging behind the Proof of Concept of such applications in its processes.



Due to the covid – 19 pandemic the global air travel has come next to nil as such the manufacturing companies can start by taking a gap in their rapid production cycles and think of ways to streamline the production processes using the technologies (like A.I, IoT, VR, AR, etc). Support from government institutions and support programs can not only help the company to meet cash requirements but also help in making some structural reforms in its factories to improve its overall production rate and quality, implementing these changes in the company can help it be preparing for the upcoming boom in its industry by improving 4 major aspects namely

- Capacity utilization
- Quality of the manufacturing process
- Reducing the operation and maintenance costs
- Safety and security

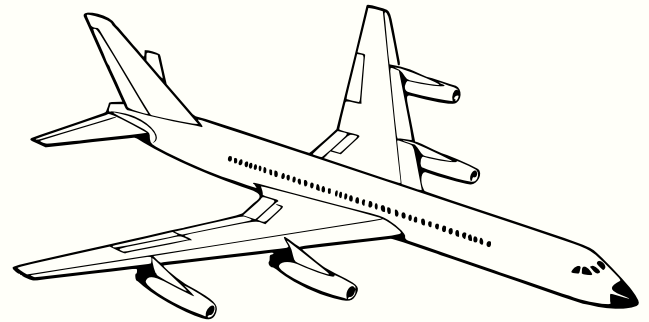


Smart factory technologies can help aircraft manufacturing companies' operations in five major points namely Connectivity, Proactivity, Transparency, Efficiency, and Agility.

When it comes to asset capacity utilization and improvement the uses of smart technologies can help them to reduce the fluctuations in their asset performances using automation robots these robots with the help of machine learning and cognitive reasoning will make optimal decisions based on the situations. Digitalization can offer end-to-end real-time information about the production process instead of having a narrow-focused view on each process of the production operations, this seamless instant relay of information will help in monitoring and controlling the key process indicators (KPIs) from remote command centers thus helping in increasing the production rate. The tools applied in a smart factory help the company have dynamic flexibility in their processes thus allowing production, distribution, and other processes to adapt to the changing demands.



The quality of the manufacturing process is enhanced because of the implementation of sensors across the factory, these sensors will help in monitoring the quality of the goods being produced in the production line itself, thus the need to go for a separate product testing is reduced to some extent which in turn reduces the production time hence increasing the rate of production. The sensors also identify parts that require rework and use the automatons and robots to finish the tasks. The sensors can form a part of a feedback loop that will provide instruction on what to control more efficiently to improve the overall quality of the manufactured aircraft



Incorporating these automation and sensor technologies can lead to shorter lead time, better teamwork, and optimal resource allocation. As the human intervention is decreased to a minimum the lead times for the production are drastically reduced. The use of sensors and feedback loops will help in using the resources optimally and the seamless relay of information throughout the factory helps teams coordinate with each other much easier. The sensors in the factory can also check on the working condition of the machinery and give the proper maintenance required.

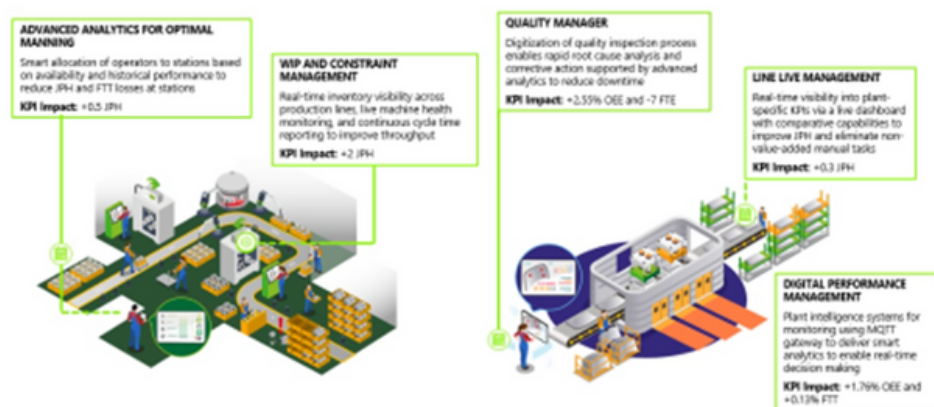


Figure 4: typical use cases of Smart Factory use cases delivering tangible KPI-measured performance improvements
(Notes: JPH – Jobs per Hour; FTT - First Time Through; OEE - Overall Equipment Effectiveness)

The different technologies that are used to improve the company’s production levels can also improve the safety and security of the work environment the command center act as the brain center of the factory’s information flow and alerts the workers in case of any incidents/accidents that could happen in the factory. The sensors and the feedback loop will also monitor the energy consumption of the production process to be more friendly to the environment and reduces GHGs.

These are the areas that aircraft manufacturing companies can focus on and grow to gain a competitive advantage as hoping to find/invent an innovative idea that will radically change the market seems very cost extensive and unrealistic.

DOWN FALL OF SPICE JET INDUSTRY

- LOKESH

India is expected to overtake China and the United States as the world's third-largest air passenger market in the next ten years by 2030, according to the International Air Transport Association (IATA).

Yet, Aviation Industry in India is one of the toughest industries to do business in. In the past 10 years, the industry has seen a ball of big players like Kingfisher, Sahara Air, Deccan Airlines and Jet Airways with spice jet coming to the brink of joining the undesirable list a couple of times in its operational years.

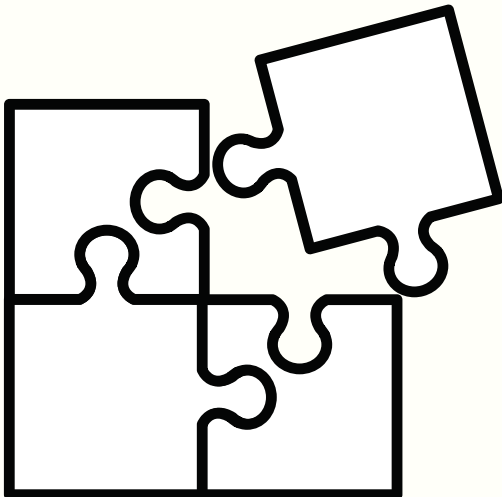
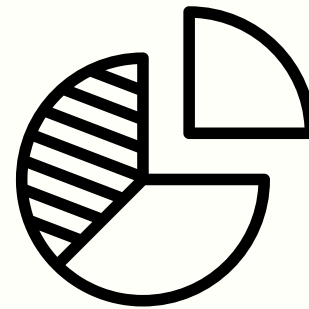
From FY16 to FY21, domestic aircraft movement decreased at a CAGR of -6.44% and international aircraft movement declined at a CAGR of -18.52%. while freight traffic declined at a CAGR of -1.77% from 2.70 million tonnes (MT) to 2.47 MT.



Market Share:

As of 2020, while Spice Jet's market share stands at 11.7%, Air India stands at 10.2%, GoAir stood 8.8%, IndiGo is way ahead at 52.7% share which is more than next 5 competitors combined.

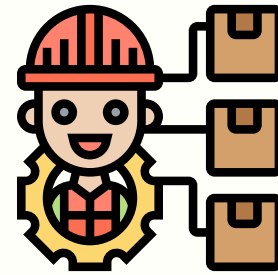
Extremely capital-intensive industry requiring 1000's of crores of investment.



Challenges in the Aviation Industry:

1. Highly price sensitive flyers who prefer lower price options over convenience with prices having a ceiling of up to Rs 6000 to have a decent number of flyers choosing to fly with you.
2. The industry is still at early growth stage wherein even with prices being at their possible lowest as of 2017 India registered only 161 million flyers wherein US registered 632 million despite India having three times the population.
3. The most expensive element in the balance sheet which accounts to 35% to 45% of operational cost for a company in aviation industry is fuel cost the prices of which are not in the control of the companies.

Spice Jet - Reasons for Downfall through a Comparison with Indigo



1. Supplier: Spice Jet operated Boeing aircrafts at high acquisition cost as all Indian players at the time were ordering from the same while Indigo ordered 100 airbus aircrafts worth 6 billion USD and is estimated to have received a discount of 50% as airbus desperate to get into Indian market.



2. Purchase: While spice jet followed the traditional method of acquisition of buying and maintaining the aircraft at companies, Indigo followed this by sales and leaseback model that drastically reduced the cost of operation wherein on buying aircrafts in bulk from airbus at a discounted price, airbus sell it to a third party and leases back the same aircraft, the lease for which could be paid from operations profit, thereby generating upfront profit, freeing up working capital, all aircrafts arrived and reducing risk. The contract also included that any technical glitch would have to be taken care by airbus or supplier, reducing cost of maintenance and thereby use more aircrafts with less aircrafts compared to spice jet.

3. Positioning: Indigo strategized to be the lowest cost airline by eliminating all perks except a seat and a little amount of leg room while spice jet positioned itself between Indigo and of jet airways and kingfisher which offered a luxurious experience at high price.

4. Routing: Spice jet initially operated point to point flying model wherein a flight operated from each destination to destination whereas indigo went with hub and spoke model where a flight flew from destination to a hub destination from which different planes flew to respective points. Thereby reducing the number of required flying planes, increasing occupancy rate per flight and reduced complexity of maintenance as all planes fly to the hub. This model proved effective wherein indigo was able to service the same markets with approximately 50% less aircrafts.

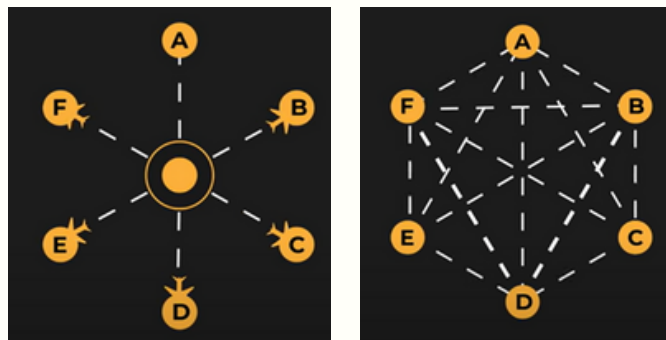


Fig: Hub and Spoke Vs Point to Point Routing

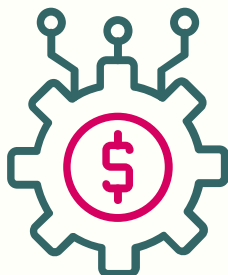
It is to be mentioned that South West airlines of US, a low-cost airline to be profitable for 48 years in a row till 2019 also uses point to point model to capitalize on lower travel time, travel distance, reduced down time with respect to luggage and passage transfer and improved customer service as a delay in the initial flight would lead to the customer missing the connecting flight. But the catch is that they only connected places with high traffic, making it cheaper and faster.

This model of efficiency proved highly beneficial as fuel prices shot up from \$76 to \$132 from 2007 to 2008 in which year spice jet made a loss of Rs 30404 crores Indigo made a profit of Rs 821 crores because of low operational cost.

5. Structure: While SpiceJet has been sold and bought many times creating an unstable leadership and direction indigo had the same CEO from 2008 to 2018.



6. Employees: Issues of Grounding of Boeing 737 max aircrafts over design flaw issues of which 13 are owned by spice jet, and barring of 90 spice jet pilots by DGCA over lack of training in operating 737 aircrafts have damaged the image of the airline on the contrary Indigo acquired at least 200 trained pilots from kingfisher when it was bleeding losses.



7. Operations Cost; While spice jet has an establishment cost of nearly 18% of overall operational cost that is highest in the industry among private players. Indigo has approximately half of that at 11%, while spice jet needs 120 employees per aircraft indigo on the other hand needs only 96 employees per aircraft even with this efficiency indigo has the lowest complaint percentages with respect to customer service.

Conclusion:

The above comparison states that cash flow and efficient operations are the magic pills to success in the Indian aviation industry although spice jet was able to perform better with respect to these indicators when compared with Jet Airways, it couldn't do so with Indigo that has a complete monopoly in 196 of 514 routes it operates has had steady growing profits from 2008 to 2018, while spice jet had faced losses for at least five of those 10 years.



IT REALTED OPERATIONS

IT ANALYTICS

BY- BHARGAV



Examples of IT Analytics:

- Increase the sales YOY
- Developing marketing strategies for the promotion of particular products in a targeted segment
- Improving financial efficiency
- Optimizing the cost in SCL and Product manufacturing
- Increasing productivity through streamlined processes

Industries Using IT Analytics (ITA)

Oil and Gas

The Oil and Gas sector uses ITA in multiple aspects of its operations. As these companies deal internationally, the severity of their problems is also very high. Implementation of ITA allows them to "mitigate the risks" and "reduce the chances of facing any prominent issues."

It focuses on using data to find insights that an organization can use to make better-informed decisions. Shell, a prominent energy company and the world's fourth-largest company by revenue in 2015, has started using analytics to create 'data-driven oilfields' to reduce drilling for oil – the most significant expense for an oil company.

What is IT Analytics?

Analytics can be defined as discovering, interpreting, and communicating significant patterns in the collected data and using it to solve business problems.

In simple words, analytics helps us see insights and meaningful data that we might not otherwise detect.

IT Analytics has the concepts like data mining, data inference, database management system, predictive modelling, and ML algorithm development to extract patterns from complex datasets and transform them into actionable business strategies.



Farming-Agriculture

Farmers can use ITA to understand which factors influence their crops' growth and accordingly prepare for the next season.

ITA and data science can help farmers manage their tools and machines while optimizing their performance depending on their requirements and generated data.

A prominent agricultural company in the US, John Deere, started offering many data-based services to their farmers to help them make better-informed decisions and enhance their agricultural progress.

Companies and buyers of these crops also employ ITA to optimize their warehouses, storage, and transportation of raw materials.



Finance

The finance sector is probably the biggest ITA user. There are numerous applications of ITA and big data in the finance industry. ITA helps finance companies evaluate potential investments and determine their risk/reward. Credit card companies generate and gather data from their customers, such as their financial health, buying preferences, and lifestyle choices. They share this data with their business partners enabling them to create better deals and discount offers to enhance profits.



Education

The education sector has started using a lot of technology recently. The pandemic further fuelled more technological implementation in this industry as the demand for online learning solutions rose rapidly.

Education companies use ITA to optimize their courseware and learning methodologies. It helps them generate valuable insights to improve their teaching methods and enhance their learning experiences.



Media and Entertainment

Amazon Prime, Netflix, and many other streaming platforms use ITA and big data to optimize user experiences. They gather data from their millions of users and analyze it to personalize their recommendations and make their user's interaction with the platform more enjoyable. Users' chosen genres, watch history, and other related data help enhance their recommendation systems.



Retail Trading



The most notable use of ITA in the retail sector is E-commerce. Major E-commerce companies, such as Amazon and Flipkart, employ ITA to personalize user recommendations and, as a result, enhance their sales. Personalized recommendations help in increasing sales as users find the products they need easily and quickly. Apart from personalization, ITA helps retail companies understand which products sell the highest and why they should optimize other products accordingly. For example, a particular product might be selling more because of its placement in the store, so they can switch their location with another product that might be selling less.

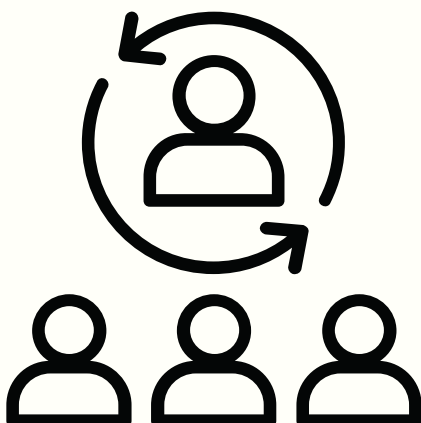
Logistics

A prominent branch of ITA is supply chain analytics, where they analyse the organization's supply chain (warehousing, logistics, transport, etc.) and find the weak areas in the same. Businesses use ITA to identify techniques to improve their transportation methods to be more efficient and effective. A more effective transportation solution will help the company save time and resources in transporting raw materials, finished goods, and manufacturing components. Supply chain analytics also helps businesses reduce storage and warehousing costs by finding better alternatives and solutions. It allows them to identify problems in the logistics so they can nip them in the bud.



Human Resources

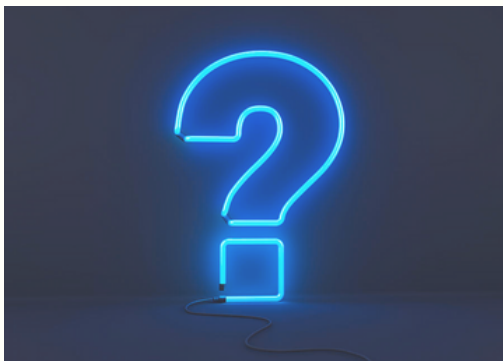
Human resources professionals, such as talent acquisition specialists, use ITA to enhance their recruitment processes. HR companies have numerous candidates and clients. They can go through their candidates' profiles through data quickly and efficiently. Apart from HR companies, HR professionals in other industries use ITA to predict and improve their employee retention rate and make decisions accordingly. ITA helps companies make major HR-related decisions regarding payroll, recruitment, etc.



All the bits and pieces of IT Analytics in Business

- Paulomi Nandi

IT Analytics is one of the prominent domains in the IT Industry. Business Analytics emerged in the 1950s. At that time, tools were developed to capture information and analyse it faster than the human brain. Analytics is a systematic analysis of a set of datasets, precisely statistical datasets. It is used to interpret the patterns of the data. It eventually leads to better decision-making.



- What does IT Analytics mean?
 - Analysis of dataset based on technical approach.
 - Data processing at a certain speed.
 - Used for Business Strategic assets.
 - It helps to understand many functional roles and skills inside an organization.
 - To optimize operations and handle the complexity of any business.
 - Structuring data in a proper sequence for organizational sustainable growth.

IT Analytics is mainly used to yield a high-level view of the infrastructure that can enable better management of IT resources. When the IT resources become more effective, which leads to IT Operations Management (ITOM). There is a software used by the Data Analysts for analysing data for competitive advantages. Analytics software mines data that tracks a diverse array of organizational operations, from current revenue on sales to inventory records.

The list of Data Analytical Tools for businesses are:

1. Excel
2. R & Python -> These programming languages are used to code for the application features
3. Tableau.
4. Qlik Sense
5. Power BI
6. MicroStrategy
7. ThoughtSpot
8. Sisense
9. TIBCO
10. SAS
11. Jaspersoft



There are many other soft-wares too. But Python, R programming and Tableau are used massively in Business Organizations. Most organizations are still building a Strategic Team for future growth. And they have been arranging multiple workshops with hands-on experienced Data Analysts. Otherwise, many institutes are now providing Business Analytics Course or Data Analytics courses to students as well as working professionals.

IT Analytics has emerged into this materialized world with a boom. In 5-10 years, it is going to be more powerful.



Here are some sights of the most used software:

- Excel: Excel is a versatile Analytical tool that works best for small data. It generates Pivot Table, VBA, etc for proper analytics tasks.
- R & Python Programming: For any DevOps (Development Operations) team, python is the preferred software for the developers. Python helps you with predictable analysis along with statistical analysis.
- Tableau: Its core feature is that it can prepare the most accurate PivotTable and PivotChart of excel. It is a powerful visualization Analytics tool that has added a data cleaning function that enables it to perform analytical functions efficiently.



Analytics have thrived all over the industry in recent years. From top MNCs to Stock Market company analysis, Analytical tools have been used. The more days pass it will take place gradually.

IT AND DATA ANALYTICS AS A GAME-CHANGER

- Kunal Kothari

Corporates have more data than ever. With the world advancing to a digital platform, data is the new oil. But this statement doesn't mean that more data infers more profits, rather procuring trends and patterns from such data is beneficial to a company. For this, companies deploy artificial intelligence tools or what people commonly refer to as 'Data Analytical Software'. This software enable firms to store and analyse huge amounts of data and help in making better decisions. It further streamlines their operations and unlocks greater opportunities to satisfy their clients along with cutting their own costs. Some of the largest and most successful companies have created wonders employing data analytical software, these are-



1. Google (Human Resource perspective):

According to Bain & Company, employees in Google are 40% more productive than the industry average. This is due to Google's in-house technology named 'people's analytics'. They have adopted a data-driven HR system which has certainly shaped the company and has resulted in one of the highest retention rates in the corporate world. Through this software, Google collects employee performance reviews and feedbacks and analyses this information to solve any HR related issues and to promote productivity. Google has successfully improved manager quality of their lowest-performing managers by 75%. An ideal team is created using people's analytics which is also reflected in project Aristotle, aimed to establish an ideal team for every project. Hence, the combination of data analysis and human behaviour has helped Google to become one of the most desired destinations for graduates today, whilst making itself operationally efficient.



2. UBER (Operations perspective):

With more than 8 million users, spread across 66 countries, Uber has surpassed its competitors and is at the top of the table among the fastest growing companies in current times. The secret to become such a successful company in just 12 years is the use of big data and predictive analytics. Uber collects and leverages data collected from customers for intelligent decision making. It is able to analyse historical data and other parameters which are essential in calculating time and cost for a ride. Uber's analytics predicts everything that the company does- pricing, drivers rating, estimated time, traffic, etc. It can estimate the demand and supply for cabs in various geographical areas and price accordingly, given at different time periods. Hence it is rightly said, "Uber moves cars, while data moves Uber".



