



**Hope Foundation's  
International Institute of Information Technology,  
Hinjawadi, Pune – 411057**

---

**Activity Report  
(Guest lecture on Business Analytics and Business Intelligence)**

**Academic Year:** 2020-21 (SemI)

**Name of Event:**

Guest Lecture

**Topic:**

Business Analytics and Business Intelligence

**Date & Time of Conduction:**

14<sup>th</sup> Sept 2020 (10 am to 12.30 noon)

**Targeted Audience:**

FinalYear Students

**Venue:**

Online session

**Coordinator:**

Prof.BhavanaKanawade

**Number of Participants:**

48

**Activity Description:**

Mr. Vijay Amritkar from Capgemini conducted the session on the specified topic. Power Bi Desktop, visualisations, relationship management, power BI data sources, DAX, Power BI services, Dashboard vs. reports, and automation were the subjects discussed in the session. Students were asked to submit an assignment on the basis of the topics learned after completing the session. This session was conducted to make students aware about BI tools used in industry. Students learned how to use BI tools and how to do data analysis. This session was related to subject Business Analytics and Intelligence(BAI)

**Event Photos:**

Explanation of what is business Intelligence

Business Intelligence (BI) is the collection of **strategies** and **tools** used to analyze business information.

Business intelligence analytics focuses on descriptive analytics, combining data gathering, data storage, and knowledge management with data analysis to evaluate past data and providing new perspectives into currently known information.

**WHAT IS BUSINESS INTELLIGENCE?**

Measurement    Analytics

Reporting    Collaboration

meet.google.com is sharing your screen.    Stop sharing    Hide

2:15 PM  
9/18/2020

### Demonstration of how to activate Microsoft cognitive services

Detect sentiment, key phrases, and named entities.

5,000 transactions per month.

**Endpoints**

<https://westcentralus.api.cognitive.microsoft.com/text/analytics>

<https://westcentralus.api.cognitive.microsoft.com/text/analytics>

<https://westcentralus.api.cognitive.microsoft.com/text/analytics>

Key 1: 0123abc1460718df3a6876

**API KEY**

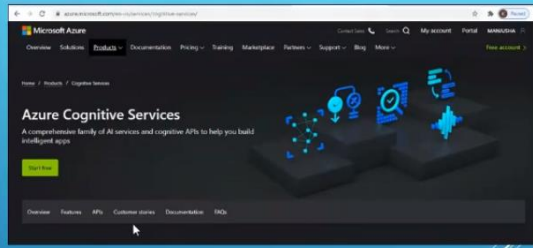
meet.google.com is sharing your screen.    Stop sharing    Hide

2:16 PM  
9/18/2020

### Demonstration of Azure cognitive services

Azure cognitive services

- ▶ [Sentiment Analysis](#)
- ▶ [Key Phrase Extraction](#)
- ▶ [Language Detection](#)
- ▶ [Image Tagging](#)



This feature requires Power BI Premium.

## USE COGNITIVE SERVICES IN POWER BI

meet.google.com is sharing your screen. [Stop sharing](#) [Hide](#)



Vijay Amritkar

## Overview of Power BI tools

Widely used BI tools in industry:

- ▶ Tableau
- ▶ MS Power BI
- ▶ Qlikview

## BI TOOLS

meet.google.com is sharing your screen. [Stop sharing](#) [Hide](#)



Bhavana Kanawade

