



St. Joseph's College Of Commerce (Autonomous)

Affiliated with Bengaluru City University
Accredited with 'A++' Grade by NAAC in 4th Cycle (CGPA of 3.57/4)
College with Potential for Excellence (CPE)
Ranked 55th in NIRF 2024 by the Ministry of Education, Government of India
#163, Brigade Road, Bengaluru - 560025, Karnataka, India.

VOL 5 ISSUE 1

ANALYTICS BEACON

B.COM ANALYTICS NEWSLETTER

**AN INITIATIVE BY DEPARTMENT OF
PROFESSIONAL PROGRAMS [ANALYTICS]**

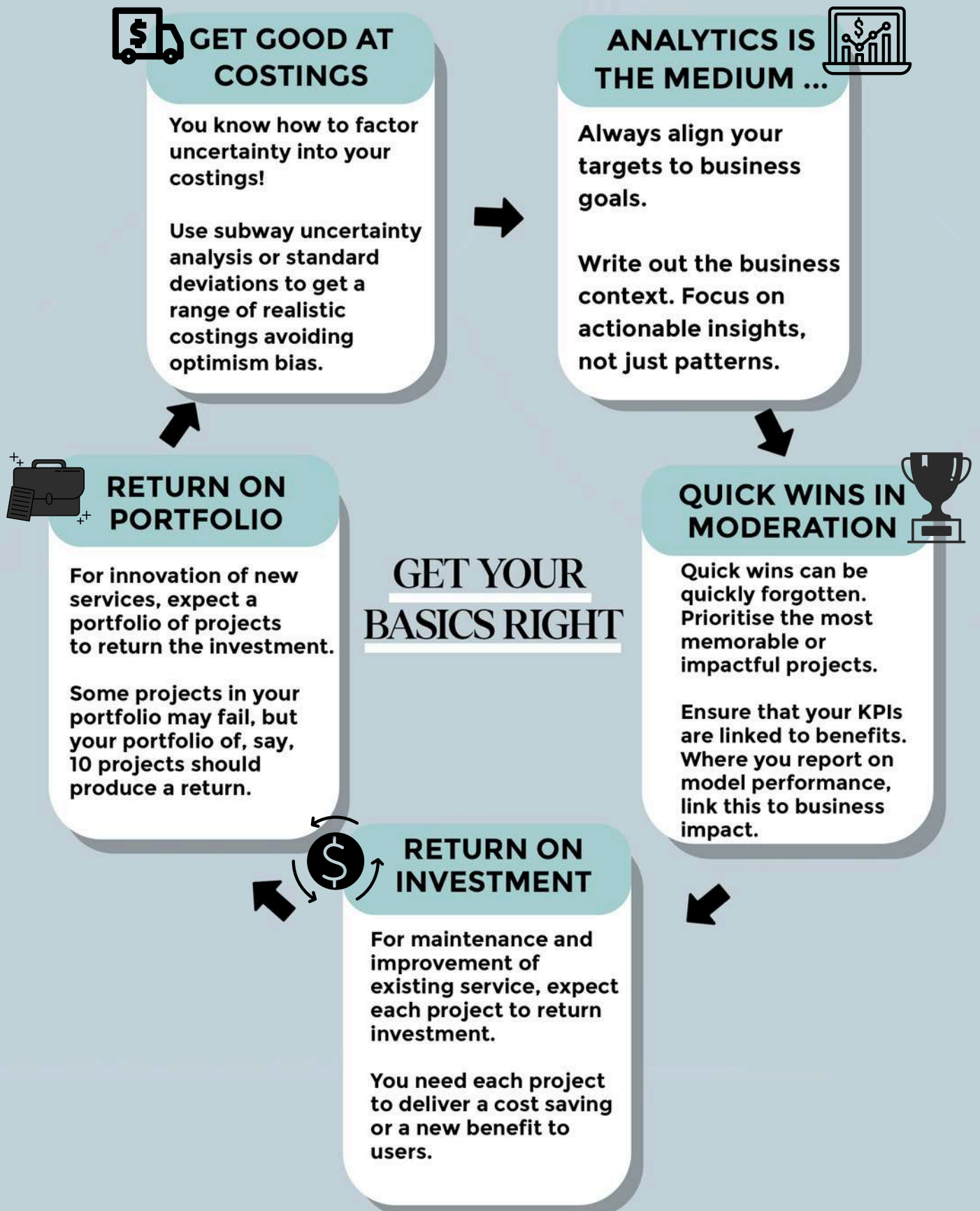
The B.Com (Analytics) Programme develops individuals who can pursue career in the area of Analytics and continue their professional development by specialising in different domains related to Analytics, who can apply Analytics tools and techniques to solve business analytics problems. The programme is accredited by the Institute of Analytics, UK. The degree focuses on the conceptual knowledge in the multiple disciplines of analytics. The college intends to imbibe value based education to the students that will help them to function effectively in their business analytics career. Analytics is the practice of iterative, methodical exploration of an organisation's data, with an emphasis on statistical analysis. Analytics is used by companies committed to data driven decision-making.

Head of department: Ms. Sumithra Sreenivasan

Student Coordinator: Devika J

Research and Design : Kavya, Jayashree, Parnika Y K

EVIDENCING THE VALUE OF DATA ANALYTICS



AI IN HOLLYWOOD: A COMPLEX CHALLENGE



Hollywood's relationship with AI is under intense scrutiny as the technology shifts from algorithmic recommendations to content creation and human likeness replication. The rise of AI raises ethical questions, threatens creativity, and puts the livelihoods of entertainment workers at risk.

2023 Strikes and Growing Concerns

In the summer of 2023, actors' and writers' unions, including SAG-AFTRA and the Writers' Guild of America, joined forces to strike for the first time since 1960. Their protest highlights concerns over companies like Netflix and Disney investing heavily in AI while neglecting fair compensation for human creators. The stark contrast between AI investments—like Netflix offering \$900,000 for a single AI product manager—and the reality that 87% of actors earn less than \$26,000 a year underscores the divide.

AI's Role in Content Creation

AI is now used not just for recommendations but for creating content and replicating human likenesses. From deepfake reality shows like Netflix's *Deep Fake Love* to Disney's use of AI-generated background actors, technology is rapidly encroaching on human roles. The fear that AI could replace screenwriters and actors has sparked industry-wide concern, with actors like Rob Delaney criticizing the technology's "ghoulish" implications.

Fairness, Control, and Ethical Dilemmas

This debate centers not on AI itself but on fair working conditions, control over likenesses, and proper compensation. Negotiations between unions and the Alliance of Motion Pictures and Television Producers (AMPTP) have stalled, highlighting deep disagreements. Ethical and legal concerns about intellectual property and residuals also loom large, especially as AI training data increasingly blurs lines between research and commercial use.

CATCH A GLIMSE OF THIS INTERSETING
CONVERSATION BETWEEN A HUMAN AND AI !!

[CLICK HERE!](#)

CITY LEVEL SEMINAR

A city-level seminar was organized titled "**Eyes on Us: The Power and Implications of Data in Our Lives**" bringing together experts and enthusiasts for a day of insightful discussions and interactive learning. The event opened with a reflective tone, and featured distinguished guests included Mr. Gautam Malaippan, Founder and CEO of Hirehappi, Mr. Prabhu Amarnath, Math entertainer, Convenor Dr. Rakesh Nadig H S, Ms. Sumithra Sreenivasan, Head of Department, and Student coordinator Devika J.

Ms. Sumithra provided an overview of the omnipresence of data, highlighting its importance across various fields. Dr. Rakesh then delved into the ethical and privacy issues related to data usage, urging students to critically consider how data impacts their lives and decisions.

Mr. Gautam Malaippan, the first guest speaker, was introduced by Ms. Sumithra. Mr. Gautam shared his diverse experiences, including his work with casinos, his book, and his podcast, "Titans Talk." He discussed the advantages of pursuing a career in analytics, emphasizing flexibility, networking, and prioritizing growth over immediate high salaries. His session included a lively Q&A, where he contrasted conservatism with risk-taking.

After a brief break, **Mr. Prabhu Amarnath** entertained and educated the audience with engaging math problems and games, exploring concepts like probability, the central limit theorem, and median. He delved into multiple hypotheticals that made us analyze and think critically. His session effectively combined fun with learning.



TABLEAU WORKSHOP



CONDUCTED BY: DEPARTMENT OF PROFESSIONAL PROGRAMS IN ASSOCIATION WITH IOA AND ISDC



On July 10th, St. Joseph's College of Commerce's Department of Professional Programs, in collaboration with ISDC, organized a workshop for second-year BCOM Analytics students focused on Tableau and Power BI, two essential tools in data analytics. Led by **Mr. Lokesh** from **ISDC**, the workshop aimed to provide practical insights into these widely-used software tools, preparing students for analytics roles in the job market.

The session was divided into three parts: an introduction to Tableau's interface, hands-on exercises, and advanced data operations.

In the **first part**, students were introduced to the Tableau software, including its interface, dashboard functionalities, and how to import and work with various data formats.

The **second session** allowed students to explore key features, create visually appealing charts, and understand why Tableau is highly valued in the industry.

The **final part** covered more advanced concepts like linking datasets, performing row-based operations, and cleaning data for better integration.

The interactive and engaging nature of the session made it easier for students to grasp even complex topics. By the end of the day, participants gained a deeper understanding of how analytics tools work in real-world scenarios, equipping them with valuable skills to excel as future analysts.

EXCEL WORKSHOP



CONDUCTED BY: DEPARTMENT OF PROFESSIONAL PROGRAMS IN
ASSOCIATION WITH IOA AND ISDC

Lokesh Payasi ✦



Session 1: Students learned the fundamental concepts of Excel, including understanding rows, columns, and basic arithmetic operations.

Session 2: Students got deeper into Excel's data analysis capabilities, through topics such as descriptive statistics, correlation, and advanced functions like VLOOKUP, HLOOKUP, Pivot Tables, and IF. They also learned time-saving shortcuts to improve their efficiency.

The workshop provided a strong foundation in Excel, covering both basic and advanced topics. Students gained valuable skills in data analysis. The continuous updates and industry's reliance on Excel highlight the importance of mastering this versatile tool.

ACCOMPLISHMENTS



RISK- Mock stock

1st place
PARNIKA YK
NAINITHA RS
SNEHA JAIN

2ND PLACE
JAYDEN ABRAHAM
JAYESH KOTHARI

CIPHER- HR
1st place
TOMAZ K MELVIN
PRATHEEK IGNATIUS



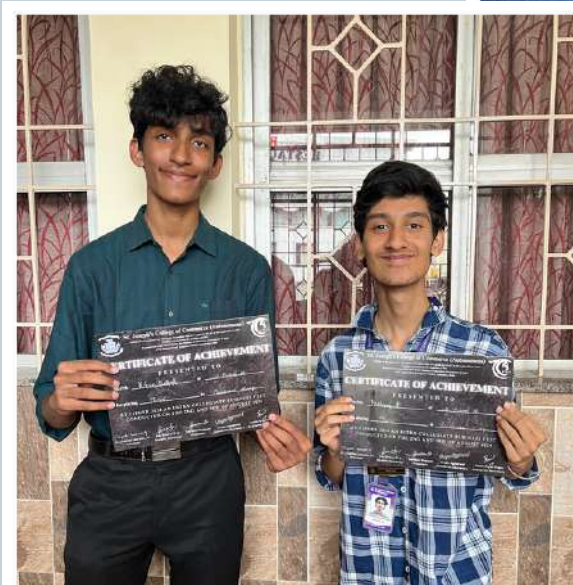
WPC STATE CHAMPIONSHIP
POWERLIFTING
1st Place
KRISH MALANI



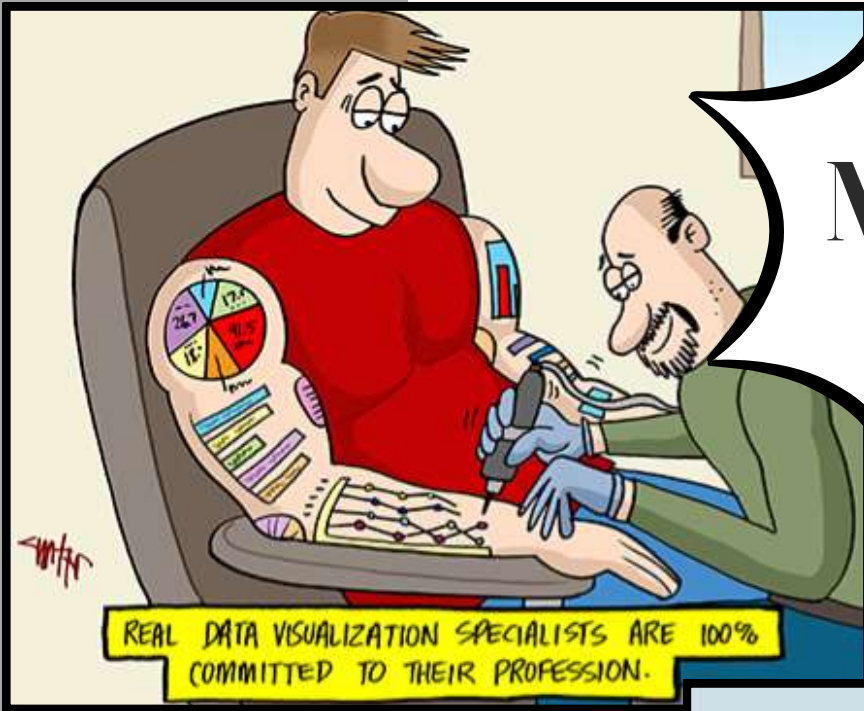
ECONOPOLIS
1st place
SASHA BORKER
ALLEN J THOMAS

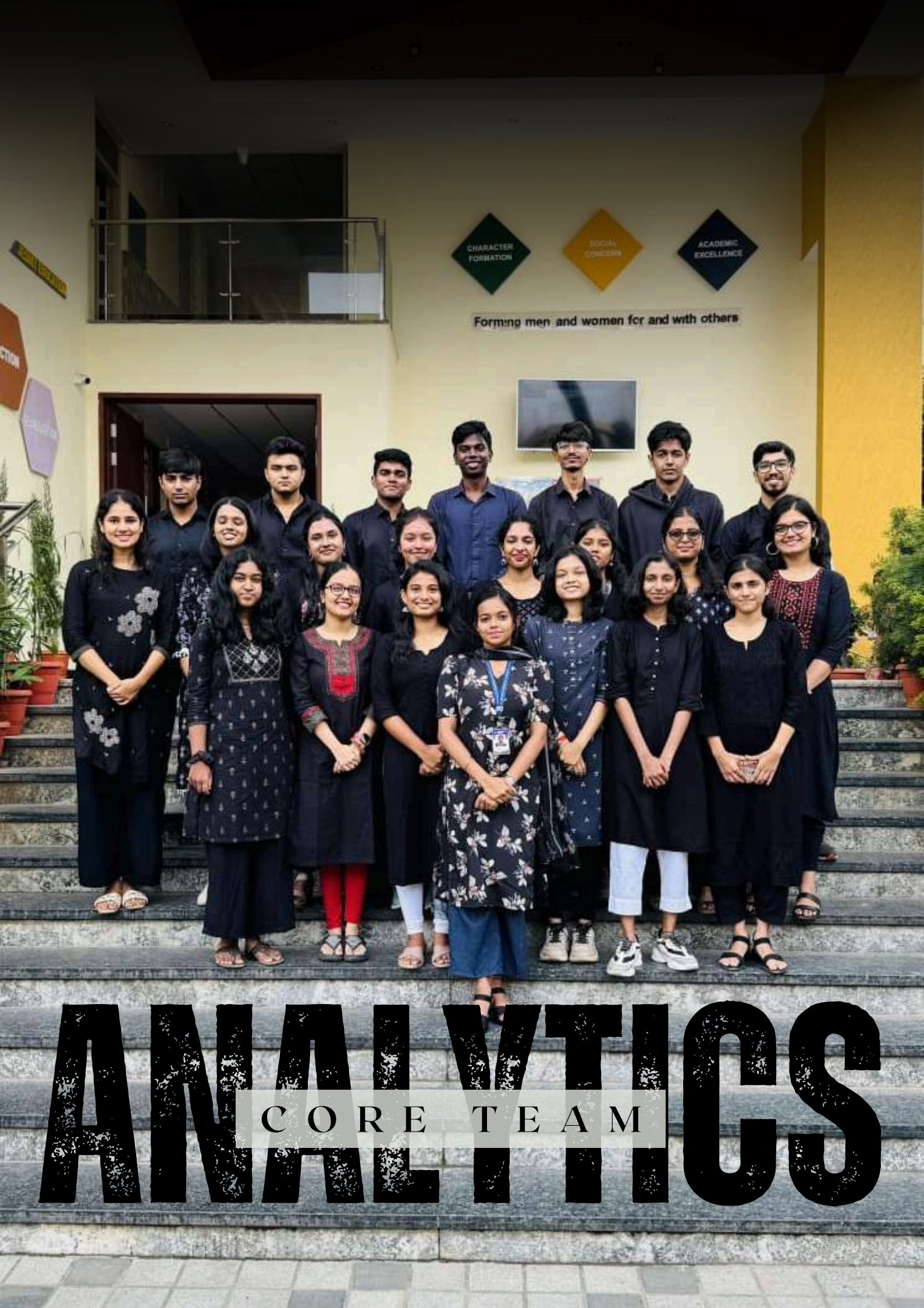


CIPHER - BUSINESS QUIZ
3rd prize
KRISHNAN
ROHAN RAKESH



GOT A
MOMENT??





CHARACTER
FORMATION

SOCIAL
CONCERN

ACADEMIC
EXCELLENCE

Forming men and women for and with others

ANALYTICS

CORE TEAM