**Seminar: FROM DATA TO MONEY: LEVERAGING INFORMATION THROUGH BUSINESS ANALYTICS**

On November 17th, 2024, the Department of Management Information Systems at AIUB hosted a seminal seminar titled "FROM DATA TO MONEY: LEVERAGING INFORMATION THROUGH BUSINESS ANALYTICS" at the Multipurpose Hall, Level 10, D-Building. The event, attended exclusively by first and second-year BBA students, aimed to illuminate the pivotal role of business analytics in transforming data into actionable insights and financial gains. Mr. Mehzabul Hoque Nahid, Senior Assistant Professor and Department Head of Management Information Systems, delivered the opening remarks. The seminar commenced at 09:15 AM and concluded at 11:00 AM, featuring Shyamol B D, Additional Managing Director of Technology & Digital Banking Operations at Nagad, as the resource person.

He enriched the seminar by sharing his professional journey. He discussed how leveraging analytics has driven innovation and efficiency in digital banking operations at Nagad, providing real-world examples of turning data insights into financial success. His expertise in technology and leadership inspired students to understand the transformative power of analytics in shaping modern businesses. This seminar provided students with a comprehensive understanding of how raw data could be converted into valuable business outcomes through advanced analytical tools and techniques. The primary objective was to inspire students to explore the growing field of business analytics as a career path by demonstrating practical applications across industries such as finance, marketing, and operations. Through real-world examples and insights from Shyamol B D, Additional Managing Director of Technology & Digital Banking Operations at Nagad, participants learned how analytics could uncover patterns, predict trends, and create competitive advantages for businesses. Additionally, the seminar sought to bridge the gap between academic knowledge and industry practices by showcasing the latest advancements in digital banking and technology-driven analytics. By the end of the session, students gained a clearer perspective on how business analytics could empower them to become data-savvy professionals capable of driving innovation and growth in their future careers.

Faculty members, Mr. Himadri Shekhar Sarder and Mr. Mohammad Baijed from the Department of Management Information Systems coordinated the program. Dr. Rezbin Nahar, Associate Professor and Director of the Undergraduate Program (BBA), delivered the closing speech. This event contributed significantly to the United Nations' Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education) by enhancing students' understanding of data-driven decision-making, and SDG 8 (Decent Work and Economic Growth) by equipping them with skills essential for driving innovation and economic development in the digital age. By fostering a culture of analytical thinking and digital literacy, the seminar empowered future business leaders to leverage technology for sustainable economic growth.