



MEENAKSHI COLLEGE OF ENGINEERING
No-12, Vembuli Amman Koil Street, West K.K Nagar,
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DEPARMENT OF MANAGEMENT STUDIES

The **Data Analysis for Business Modelling** laboratory at Anna University focuses on equipping students with practical skills to analyze business data and develop effective models for decision-making. Students learn to apply concepts like SPSS, regression analysis, time series forecasting, and optimization techniques to solve real-world business problems. This hands-on experience fosters critical thinking, enabling students to create actionable business models for finance, marketing, and operations. By mastering these tools, students are better prepared for careers in data-driven business environments. The laboratory sessions emphasize problem-solving, ensuring that students can bridge the gap between theory and practical application.

Software Available:

1. MS Office
2. SPSS
3. POM
4. TORA