



# **SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (SITAMS)**

**(AUTONOMOUS)**

**Department of Management Studies**

## **WEBINAR REPORT**

**Type of Activity:** Webinar

**Title of the Activity:** Webinar on “Data Visualization using AI/ML & Gen AI for Management Students”

**Date:** 21 December 2025

**Organized by:** Department of Management Studies

**Participants:** MBA Students

### **1. Introduction**

The Department of Management Studies organized a webinar titled “Data Visualization using AI/ML & Gen AI for Management Students” on 21 December 2025 for MBA students. The objective of the session was to introduce students to the importance of using data effectively for managerial decision-making.

### **2. Objectives of the Webinar**

- To introduce students to the concept of data visualization in management.
- To create awareness about the role of Artificial Intelligence and Machine Learning in data analysis.
- To help students understand how data supports managerial decision-making.
- To expose students to modern AI-based tools used for business analytics.

### **3. Description of the Event**

During the webinar, students learned how organizations use data, Artificial Intelligence (AI), Machine Learning (ML), and Generative AI technologies to analyze information and present it through clear visual formats such as charts, graphs, and dashboards.

The session emphasized the importance of selecting reliable data sources and converting raw data into meaningful insights that can support managerial decisions. The speaker explained how data visualization helps managers understand complex information quickly and communicate insights effectively within organizations.



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Students were also introduced to how AI and ML tools help identify patterns in large datasets, predict future trends, and improve the quality of business decision-making. The webinar highlighted how businesses today increasingly depend on data-driven strategies for planning and performance improvement.

The session also stressed the importance of aligning data insights with organizational goals and audience needs so that the information presented becomes practical and actionable for decision-makers.

### **4. Learning Outcomes**

- Students understood the importance of data visualization in management.
- They gained awareness about AI, ML, and Generative AI applications in business analytics.
- Students learned how organizations use data insights for strategic decision-making.
- The webinar improved students' understanding of data-driven management practices.

### **5. Number of Students Participated**

MBA Students (53)

### **6. Faculty Coordinators**

Ms. P Akshada

### **7. Conclusion**

The webinar on “Data Visualization using AI/ML & Gen AI for Management Students” provided valuable insights into the role of data and AI technologies in modern business environments. The session helped MBA students understand how data visualization and AI-based analytical tools support effective managerial and strategic decision-making.

**HOD/MBA**



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## Photographs Webinar - 21.12.2025

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (Autonomous)**

**ONLINE WEBINAR ON DATA VISUALIZATION BY USING AI/ML+ GEN AI FOR MANAGEMENT STUDENTS**

ORGANIZED BY DEPARTMENT OF MANAGEMENT STUDIES  
IN ASSOCIATION WITH EXAFLUENCE, INC  
Exploring Cutting-Edge Technology, Shaping The Future

DATE :21ST DECEMBER 2025  
TIME: 11:00 AM – 1:00 PM (SUNDAY)

RESOURCE PERSONS  
MR. MANOJ KIRAN & MR. MALAYA ROUT

<https://sitams.ac.in/>

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A QR code is located on the right side of the registration card, intended for scanning to access the webinar.

Webinar interface showing a presentation slide titled "Data Visualization using AI/ML & Gen AI for Management Students" and a list of participants.

Participants (16)

- Amit Sharma
- Priya Desai
- Rahul Mehra
- Neha Kapoor
- Sandeep Verma
- Vikram Joshi
- Anjali Patel
- Rohan Gupta
- Sneha Nair
- 25 more participants

Dr. Sinha

21 December 2025

Webinar controls: Mute, Start Video, Participants, Q&A, Share Screen, Record, Reactions, Resolutions, Leave