Title of the book

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Author:

Dr. S. Pandurangan

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About the Book

This Book with the title 'Introduction to Data Analytics' is designed to provide you with a comprehensive introduction to the field of Data analytics, equipping you with the foundational knowledge and tools needed to navigate the world of data-driven decision-making. The seven chapters'of this book was written in an easily digestible and reproducible format with required information. An effort has been made to present the book in this form and if it proves helpful to the students, we shall consider my effort has been amply rewarded.

Cover Page

About the Author

Dr. S. Pandurangan is working as an Assistant Professor in the PG Department of Commerce in Saradha Gangadharan College, Puducherry. Heobtainedhis Post-Graduation (M.Com& M.Phil) fromKanchi Mamunivar Centre for PG Studies, Puducherry and also obtained M.F.M from Pondicherry University DDE. He was awarded hisPh.D. in Commerce from Manonmaniam Sundaranar University, Tirunelveli. He also completed State Level Eligibility Test (SET). He has Seventeen years of teaching experience in UG & PG in the field of Commerce and Management. Tohis credit he has published 15 Research papers in National /International and peer reviewed journals, presented 5Research papers in National and International Conferences and he has participated in various Workshops, Seminars, Faculty Development Programmes organised by various institutions. His area of expertise lies in Marketing, Finance and Business Analysis.

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