

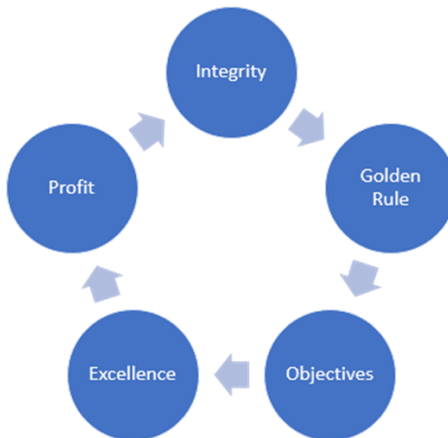
Business Analytics Day



The inaugural event to announce and promote the newest Kehoe program, Business Analytics, was held at The Kehoe Center for Advanced Learning in Shelby, Ohio, on February 22, 2024.

The Program Director, Carmen Morrison, opened the event by welcoming our students, professors, staff, and guest speakers. She explained that the Business Analytics option is part of the Business Administration Degree, just like Management and Marketing. Also, there is a Business Analytics Certificate that students can earn in addition to their degree to add to their skill set and open more job opportunities.

Pawan shared about the culture of the company he works for, Progressive Insurance. They have five core values that are practiced in everything they do: Integrity, Golden Rule, Objectives, Excellence, and Profit.



On the technical side of the company, the cost of Storage, Networking CPU, and Bandwidth has decreased significantly since 1969, which has enable the massive collection of data. The value of this collection of data is that it enables the company to Understand their business, Predict future outcomes, and Influence their success.

Data is used to investigate claims; the data collected from a device in the vehicle can be compared to patterns from other similar accidents to see if there is a common pattern. Data can be used to detect fraud. Same lawyer, same car, same chiropractor, etc., can be found by doing a pattern match in claims. Profiling customers can give insightful information about payment patterns, payments sources, location, etc. In communication, there are 10 billion words each year, and they arrange these words to analyze and predict outcomes, such as dissatisfied customers switching insurance providers. Devices, such as Snapshot, can also be used to collect data, which helps calculate risk and calculate a policy premium more accurately.

Continued on page 2

Guest Speakers



Pawan Divakarla

Progressive Insurance
IT Business Leader
University of Idaho
MS, Civil Engineering
Georgia Institute of Technology



Patrick Holmes

Progressive Insurance
IT Manager - Analytics
Center of Excellence
Bowling Green State University
BS, Business Administration
Lake Erie College MBA

Picture on the left:

Patrick Homes (left)
Carmen Morrison, NC State
Business Program Director
(middle) &
Pawan Divakararia (right)

More Information

Business Analytics program, <https://ncstatecollege.edu/associate-degrees/business-analytics/>

Business Analytics Certificate, <https://ncstatecollege.edu/business-analytics-certificate/>

NC State College ~ 2441 Kenwood Circle ~ Mansfield, Ohio 44906 ~ 419-755-4800

Business Analytics Day Continued....

Pat then shared the *Progressive Community of Practice*, which is how they support their analysts. They have well over 1,000 analysts! Analyzing data is a skill that all levels are going to need to master, not just analysts.

Domain knowledge – the shared area of focus.

Community – the social fabric that bind the community – they believe in having FUN at work!

Practice – the knowledge and support the group builds .

In 2014 is when Progressive launched into BIG DATA. They did a lot of research to learn how Big Data helped companies be more profitable and productive, and they presented their findings to the C-level (CEO, CFO, CIO, etc.). Their data analytics service became very successful, to the point they could not support the demand for information. So they changed their service to be training users to do their own data analysis and create a Community of Practice called the Data Exchange. They offer a Tool-Spotlight day and teach a specific tool, such as **Power BI (Business Intelligence)**. They also have fun events and contests where they can win prizes.

Most of their employees work remotely, so virtual collaboration is huge. It is a core skill in their business so they can connect employees across the country.

Pat shared with students that learning never stops. You will always learn new skills. Pawan shared that it is important to always have fun, as 1/3 of your life is at work. You want to enjoy what you do and have opportunities for fun!

A common visualization tool used at Progressive is Power BI. They have multiple pathways to learn this tool, such as self-directed learning using free classes from Udemy, virtual seminars, advanced training provided by the vendor, Microsoft.

Progressive has an Analytics Tool page that defines all the tools available, learning resources, and training paths. They have a signature event hosted annually called Progressive InVIZtational so employees can show off their skills and inspire their colleagues!

Students in attendance found the presentations to be very insightful. These two professionals (Pawan and Pat) are incredibly busy in their jobs, but they have given a priority to share with students at colleges all over Ohio to recruit students to Progressive and enlighten them on the skills that are valuable in today's workforce. They shared this presentation at The Ohio State University, Case Western, Bowling Green, and many other schools.

NCSC faculty continue to pursue professional development on data analytics and artificial intelligence to ensure the curriculum is relevant to industry needs.

Business Analytics is a highly practical, immediately applicable major, which combines business knowledge (i.e. economics, management and marketing) with the use of the latest technologies, processes and applications such as Microsoft Business Intelligence suite. The program exposes students to the skills needed to improve business decision making through data analysis. There is a strong emphasis on strengthening the student's oral and written communication skills, as well as critical thinking and problem-solving. Students have the opportunity to complete internships to gain hands-on, real-world business experience.

Imparted Wisdom

“NC State’s
Business Analytics
Program is
Impressive.”

Pawan Divakarla

“Learning never stops.
You will always learn
new skills”

Patrick Holmes

“It is important to
always have fun. 1/3 of
your life is at work.
You want to enjoy
what you do and have
opportunities for fun!”

Pawan Divakarla

Progressive’s data analytics service became successful to the point they could not support the demand for information. So they changed their service to be **training users** to do their own data analysis and created a **Community of Practice called the Data Exchange**.