

MBA Business Analytics Project Topic List

1. Customer Segmentation Using Data Analytics

Research Objectives

- To identify customer segments based on purchasing behaviour.
- To evaluate the effectiveness of customer segmentation in marketing strategies.

Suggested Methodology: Survey / Secondary Data

Primary Variables: Customer Segmentation, Purchase Behaviour, Customer Demographics

Suitable For: MBA Business Analytics Students

2. Predictive Analytics for Sales Forecasting

Research Objectives

- To examine the role of predictive analytics in forecasting sales.
- To identify factors influencing sales performance.

Suggested Methodology: Secondary Data / Case Study

Primary Variables: Sales Forecasting, Predictive Analytics, Historical Sales Data

Suitable For: MBA Business Analytics Students

3. Business Intelligence Dashboards for Decision Making

Research Objectives

- To study the impact of BI dashboards on managerial decision-making.
- To evaluate the effectiveness of data visualization techniques.

Suggested Methodology: Case Study

Primary Variables: Business Intelligence, Dashboard Usage, Decision Quality

Suitable For: MBA Business Analytics Students

4. Impact of Artificial Intelligence on Business Decision Making

Research Objectives

- To analyze how AI supports strategic business decisions.
- To evaluate the benefits and challenges of AI implementation.

Suggested Methodology: Secondary Data

Primary Variables: Artificial Intelligence, Decision Making, Business Performance

Suitable For: MBA Business Analytics Students

5. Consumer Behaviour Analysis Using Data Analytics

Research Objectives

- To examine consumer buying patterns using analytics.
- To identify factors influencing purchase decisions.

Suggested Methodology: Survey

Primary Variables: Consumer Behaviour, Purchase Pattern, Customer Preferences

Suitable For: MBA Business Analytics Students

6. Big Data Analytics in Retail Business

Research Objectives

- To study the application of big data in retail operations.
- To evaluate its impact on customer satisfaction and sales.

Suggested Methodology: Case Study / Secondary Data

Primary Variables: Big Data, Retail Performance, Customer Satisfaction

Suitable For: MBA Business Analytics Students

7. HR Analytics for Employee Performance Evaluation

Research Objectives

- To evaluate the role of HR analytics in performance management.
- To identify key performance indicators for employees.

Suggested Methodology: Survey / Case Study

Primary Variables: HR Analytics, Employee Performance, KPIs

Suitable For: MBA Business Analytics Students

8. Supply Chain Analytics for Inventory Optimization

Research Objectives

- To examine the use of analytics in inventory management.
- To evaluate methods for reducing inventory costs.

Suggested Methodology: Case Study

Primary Variables: Supply Chain Analytics, Inventory Level, Operational Efficiency

Suitable For: MBA Business Analytics Students

9. Fraud Detection Using Data Analytics

Research Objectives

- To study analytics techniques used for fraud detection.
- To evaluate their effectiveness in financial transactions.

Suggested Methodology: Secondary Data

Primary Variables: Fraud Detection, Data Analytics, Financial Security

Suitable For: MBA Business Analytics Students

10. Customer Churn Prediction in Telecom Industry

Research Objectives

- To identify factors leading to customer churn.
- To develop strategies for improving customer retention.

Suggested Methodology: Secondary Data / Case Study

Primary Variables: Customer Churn, Customer Satisfaction, Retention Rate

Suitable For: MBA Business Analytics Students

11. Social Media Analytics for Brand Performance

Research Objectives

- To analyze social media data to measure brand performance.
- To study customer engagement across social platforms.

Suggested Methodology: Secondary Data

Primary Variables: Social Media Analytics, Brand Awareness, Engagement Rate

Suitable For: MBA Business Analytics Students

12. Financial Analytics for Investment Decision Making

Research Objectives

- To evaluate financial analytics tools used by investors.
- To study factors influencing investment decisions.

Suggested Methodology: Secondary Data

Primary Variables: Financial Analytics, Investment Decisions, Risk Analysis

Suitable For: MBA Business Analytics Students

13. Role of Machine Learning in Business Analytics

Research Objectives

- To examine machine learning applications in business.
- To evaluate the benefits of predictive models.

Suggested Methodology: Secondary Data / Case Study

Primary Variables: Machine Learning, Predictive Models, Business Performance

Suitable For: MBA Business Analytics Students

14. Customer Satisfaction Analysis Using Data Visualization

Research Objectives

- To evaluate customer satisfaction through visualization tools.
- To identify key service improvement areas.

Suggested Methodology: Survey

Primary Variables: Customer Satisfaction, Data Visualization, Service Quality

Suitable For: MBA Business Analytics Students

15. E-commerce Analytics for Customer Purchase Behaviour

Research Objectives

- To analyze online purchasing trends using analytics.
- To identify factors affecting online buying decisions.

Suggested Methodology: Survey / Secondary Data

Primary Variables: E-commerce Analytics, Purchase Behaviour, Conversion Rate

Suitable For: MBA Business Analytics Students

16. Data-Driven Marketing Strategy Analysis

Research Objectives

- To study the effectiveness of data-driven marketing strategies.
- To examine the role of analytics in campaign performance.

Suggested Methodology: Case Study

Primary Variables: Marketing Analytics, Campaign Performance, Customer Insights

Suitable For: MBA Business Analytics Students

17. Predictive Analytics in Healthcare Management

Research Objectives

- To examine predictive analytics applications in healthcare.
- To evaluate their impact on operational efficiency.

Suggested Methodology: Secondary Data

Primary Variables: Predictive Analytics, Healthcare Management, Operational Efficiency

Suitable For: MBA Business Analytics Students

18. AI-Powered Customer Recommendation Systems

Research Objectives

- To study the effectiveness of AI recommendation engines.
- To analyze their influence on customer purchase behaviour.

Suggested Methodology: Case Study

Primary Variables: AI Recommendation System, Customer Experience, Purchase Intention

Suitable For: MBA Business Analytics Students

19. Data Privacy and Business Analytics

Research Objectives

- To examine data privacy challenges in business analytics.
- To evaluate strategies for secure data management.

Suggested Methodology: Secondary Data

Primary Variables: Data Privacy, Cybersecurity, Data Governance

Suitable For: MBA Business Analytics Students

20. Business Analytics in Supply Chain Risk Management

Research Objectives

- To analyze the role of analytics in identifying supply chain risks.
- To evaluate data-driven risk mitigation strategies.

Suggested Methodology: Case Study / Secondary Data

Primary Variables: Supply Chain Risk, Business Analytics, Risk Management

Suitable For: MBA Business Analytics Students

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