

**CORPORATE BUZZ**

MINT Media Marketing Initiative

**CREATING VALUE OUT OF VOLUME?**

Analysis of high volume of data reveals meaningful insights and tells hidden stories. That's the crux of Data Science research. It not only applies to data from business but there is tremendous potential to apply data science techniques and derive disproportionate benefits from social development sector. Kolkata based home grown company Business Brio has been applying big data and analytics techniques efficiently in economic valuation of tradable bio-resources for sustainable use in local communities, evaluation of micro-financing practices to improve social indicators as also in the domains of health and education. In a span of one and a half years they have acquired nine coveted clients (both in corporate and Government) and also set up a footprint in applying data science in the CSR sector. Led by woman entrepreneur Soma Banerjee, Business Brio was established in 2013. Its co-founder Gautam Banerjee was recently felicitated by NASSCOM for his initiatives in this area.