MUKUND RAGHUNATH

Acies Global

India

Harnessing data analytics for strategic decision-making in startups

Abstract:

In the rapidly evolving business landscape, startups must leverage every advantage to stay competitive. Data analytics offers a powerful tool for strategic decision-making, providing insights that can drive growth and innovation. This talk will explore how entrepreneurs can harness data analytics to understand market trends, optimize operations, and enhance customer engagement. By integrating data engineering and enterprise applications, startups can transform raw data into actionable intelligence, enabling more informed decisions and fostering a data-driven culture. The talk highlights practical steps and best practices for implementing data analytics in one's entrepreneurial journey, ensuring businesses thrive.

Biography

Mukund Raghunath, Founder & CEO of Acies Global, has several years of experience building organizations in the data and technology space and empowering Fortune 1000 clients in their digital transformation journey. Mukund is a passionate problem solver with a penchant for bringing together business fundamentals with first principles analytical thinking and cutting edge technology. He is an investor in and advisor to several startups in the technology and AI space. Mukund was previously part of the leadership team at Mu Sigma where he helped scale the organization from the ground up. His prior experiences also include stints at Motorola and ZS Associates. Outside of work, Mukund loves to travel the world and is on a constant endeavor to improve his golf handicap. Mukund has a Masters in Computer Science from the University of Illinois and an MBA with Honors from The University of Chicago, Booth School of Business.