

Centre for Business Analytics

Transforming decision making through business analytics.

Our Vision

The Centre for Business Analytics is at the forefront of data-informed decision making, uniting scholars, practitioners, students, and organisations driven by the challenge of leveraging data for organisational success. Since our inception in 2014, we have helped many organisations solve business challenges using data and furthered the data culture and maturity of many businesses.

Meet the Team



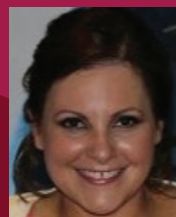
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Contact Us

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We have transformed the data culture and maturity of organisations through executive education, student practicums and talent acquisition, research and thought-leadership events.



Melbourne Business Analytics Conference

Elevate your expertise and competitive edge by gaining exclusive access to Melbourne’s premier Business Analytics Conference. We bring together over 600 esteemed analytics executives, international academics, and experienced practitioners to provide invaluable insights, innovations and networking opportunities.



Executive Education

Embed a data driven culture and unlock your data’s value by aligning it with business strategy. Stay ahead of the curve with current advancements in Machine Learning and AI by engaging in our custom analytics workshops and thought leadership masterclasses led by top academics.



Research Insights

Expand your problem-solving toolkit and broaden your perspectives on business challenges by partnering and engaging with our academic experts. Areas of expertise include optimisation, marketing analytics, pricing, and supply chain.



Student Practicums and Talent Acquisition

Solve the toughest business challenges with data leveraging our world-class graduates from the Master of Business Analytics program. They bring the latest data-driven strategies and analytical skills to achieve your strategic business objectives.

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The Data for Decision Makers Executive Education program was incredible and really opened my eyes to how we can be using data better in the team. We often rely on our own intuition but using data will provide a more informed view of the problem and the advice we’re giving.



Anna Lin
Chief of Staff to CEO Bupa



Our Master of Business Analytics alumni are at the forefront, pioneering new frontiers in analytics and innovation. With the help of our students and alumni, Downer has boldly met the complex challenge of optimising stock management, effectively coordinating hundreds of thousands of tonnes of material across extensive production networks. Their strategic insights have propelled forward-thinking, AI-optimisation strategies, yielding transformative advancements in the automation processes within the road maintenance sector.