



Practical Business Analytics to Improve Business Performance

This workshop show you how to use Business Analytics effectively in real-life business scenarios.

You will learn the value that Business Analytics brings to management decision-making in order to improve business performance.

The workshop is all about Business Analytics which gives exposure to various types of Business Analytics, types of data, data sources, understanding of Big data and Big data analytics and Social Media as well as Social Media Analytics.

The workshop will include case studies and hands-on exercises to enhance understanding.

Regardless of your industry or profession, you will walk away from this workshop with confident, equipped with skills to start your own Business Analytics initiative and to apply the knowledge to your business environment.

Target Participants:

Business managers, sales, marketing, account, human resource, production executives, data base and business analysts, project managers who want to make informed decisions through data.

Participants will:

- Learn asking the right business question
- Understand types of data to address a specific business issue
- Get involve in Business Analytic process using various tools and techniques
- Expose to analytics application through various business cases

Training Agenda

DAY 1

1. Introduction to business analytics
 - Types of business analysis
 - Values and impacts to business
 - Business case analysis
2. Business analysis technique and tools
 - Business analysis process
 - Data quality and cleaning
 - Analytics and data visualization
3. Business case on descriptive analytics
 - Hands-on sessions

DAY 2

1. Business case on discovery
 - Hands-on sessions
2. Business case on predictive analytics
 - Hands-on sessions
3. Illustration on various types of other advance data analytics
 - Trends in data analytics - Prescriptive analytics
 - Big Data Analytics: Opportunities and Challenges
 - Social media analytics

Trainers Profile

JONG LON SIAW (JL)



JL has more than 20 years of software industry experience with high data intensive applications ranging from customer care and billing, data management, to business intelligence. He graduated in Computer Science and hold a Master degree in Information Science. He is currently running a company specialized in analytics solution and data management.

He has been a visual analytics practitioner for various industries in the recent years, a Data Scientist and Data Analytics Specialist. For visual analysis program, JL has successfully delivered it to a number of local and multi-national companies in this few years.

LEE NAN PHIN PMP®, CSM



NAN PHIN has more than 25 years of experience in managing IT related projects in the financial services industry. He has experience in various environments, from the Government, Financial Services Industry to Conglomerates, System Integrators and Independent Software Vendors.

He co-founded I-Enterprise Online, a software company specializing in Internet enabled applications development and data integration.

He was the Chairman of MNCC Open Source Special Interest Group, members of SIRIM/TC4 and HRDF Sectorial Training Committee for IT and Media industry. In Collaboration with CICC Japan, he initiated the first Asia Open Source training program in Kuala Lumpur and assists to facilitate the subsequent programs in various locations in Asia from 2005 until 2009.

NAN PHIN is the inventor of Fast Track Integration Methodology, presented in the PMI Congress Asia Pacific 2005 and was involved in the Beijing Olympic 2008 IT PM trainings, MDeC MSC PM Capability Development, trained more than 900 PMPs.

He lecture MSc. Programs in Universities and Colleges on Decision Support Systems, Data Mining, Data Base Technology, and Project Management.

ENQUIRY & REGISTRATION

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