Business Analytics: Using Big Data for Informed Decision Making

Do you aware that we do not need to use traditional ways to capture data and conduct analysis? Are you ready to deal with big data - the paradigm shift during the industrial revolution 4.0?

Introduction

This course 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. While going through this course, a student often finds Business terminologies, several technical aspects, Big Data as well as Social Media related details. This course contains 8 Sections covering various topics and several quiz sections for testing your knowledge. The curriculum is systematically arranged in such a way that the individual will feel the flow of the subject making understanding easy. Regardless of your industry or profession, you'll walk away from this course confident in your ability to understand exactly what is Big Data Business Analytics, what kind of data you are dealing with in your role; what are the benefits how can you convert the data into knowledge for informed decision making within a Business.

Program Objectives

This program aims to:

- Regardless of your industry or profession, participants will walk away from this course confident in the ability to: understand exactly what kind of data businesses are dealing with; conduct preliminary analysis; and design interventions using that analysis that are intended to change behaviour.
- Understand about Big Data, Social Analytics.
- Understand various types of analytics.
- Understand the significance of Analytics in Business perspective.

Learning Outcomes

After completing this program, the participants should be able to:

- Understand what is business analytics and how the different types of business analytics work
- Develop the set of skills needed in undertaking business analytics
- Understand the required data needed in carrying out business analytics
- Develop a better understanding of how data are mined

Who should attend?

Specific roles that would benefit include, but are not limited to: Analysts and Analytics Managers; Consultants; Software Engineers, Developers and Programmers; Enterprise Architects and other systems specialists; Directors with data-intensive portfolios and CEOs, especially those in the IT industry; Data Scientists and Engineers looking to transition into such a role; and Researchers and Project Managers who work with large data sets. This may not be the right course for expert data analysts who are already into this profession.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	**Why Business Analytics** In this introductory module, the participants would learn the new business paradigm with the boundary network - internet. The participants would appreciate the new mechanism of how business transactions are conducted nowadays. Hence, the participants would learn the future of business analytics.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Introduction to Business Analytics** In this module, the participants would learn the overview of business analytics, the application of business analytics and the benefits of business analytics.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Introduction to Business Analytics** The topic in this module includes the evolution of business analytics, phases of business analytics, and the types of business analytics.
3.30pm-4.00pm	

	Break and Networking
4.00pm-5.00pm	**Business Analytics for Business** This module enables participants to know the scope of business analytics, the importance of data, unlocking insights with analytics solution, how business gains from business analytics, and the adoption of analytics solution
Time	**Day Two**
9.00am– 10.30am	**Understand Data** In this module, participants would be exposed to the introduction to data. The participants would know the methodology on data quality, data cleaning, the relation of data to business analytics, and data maturity.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Business Analytics, Business Intelligence and Data Mining** In this module, the participants would learn the difference between business analytics and business intelligence. Then, they would learn to appreciate the benefits of data mining and how to conduct data mining.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Understand Big Data and Big Data Analytics** This module would enable participants to understand the concept of big data and the cause of exponential data growth and data growth trends. Then, the participants would venture into the opportunities and challenges of big data and the significance of big data analytics
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Social Media Analytics** In this last module, the participants would learn why there is a need for social media analytics, how to identify goals of social media analytics,

	the influence of social media on businesses and lastly on the social media analytics process.