Power of Analytics: Improve Organisational Efficiency and Competitiveness

Do you know that understanding of business analytics increases the productivity of an organisation?
Have you equipped your employees with analytic skills that can serve the organisation towards industrial revolution 4.0?

Introduction
Explore practical ways to use data analytics to improve organisational efficiency and competitiveness – as well as learning how to stand out through your approach and delivery. This course covers the fundamental principles and approaches to conducting analytics tasks and determining sentiment, through to more advanced predictive techniques. Data analytics courses are designed for those who are curious, enjoy problem-solving and prefer a self-learning, exploratory approach to knowledge.

Program Objectives
This training aims to:

- Understand the fundamentals of Analytics
- To give an overview of the data visualisation and how it works
- Develop an understanding of how predictive analytics works and how it is used in various fields
- Provide insights on sentiment analytics and its process

Learning Outcomes
After completing this training, participants should be able to:

- Use analytics principles and the lifecycle
- Understand analytical tools and techniques
- Define data visualisation and identify different examples of it
- Discover predictive analytic techniques and different techniques for predictive modelling
- Evaluate model effectiveness

Who should attend?
Analysts and Analytics Managers; Consultants; Software Engineers, Developers and Programmers Enterprise Architects and other systems specialists; Directors with data-intensive portfolios and CEOs, Data Scientists and Engineers looking to transition into such a role; and Researchers and Project Managers who work with large data sets.

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

Program Outline

Time	Day One
9.00am– 10.30am	**Analytics Fundamentals** In this module, the participants would learn how to define analytics. Then, the participants would learn the concept and practicality of analytics lifecycle and lastly the analytics techniques.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Analytics Fundamentals** This is the practical module where the participants would learn the analytics tool to deliver results to get the trend in the emerging market
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Data Visualisation an Overview** In this module, the participants would look at the introduction to data visualisation and discovering data visualisation.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Data Visualisation: Practical Approach** The participants would learn how to conduct storytelling with data and how to present data for business usage.

Time	Day Two
9.00am– 10.30am	**Practical Predictive Analytics I** In this module, the participants would have a hands-on practical to understand the analytics. The participants would develop a business case based on the analytics, so that they have a chance to perform data reduction and variable exploration and model feasibility.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Practical Predictive Analytics II** In the second practical session, the participants would look into developing the skills in sample design, predictive modelling techniques, and evaluating model effectiveness.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Sentiment Analysis an Introduction** In the introductory module on sentiment analysis, the participants would learn what sentiment analysis is. Then, the participants would conduct text analysis as a practical session.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Sentiment Analysis: Processing and Measurement** In this module, the topics covered include the data Pre-processing and measuring sentiment