The Analytics Playbook:
Mastering the Workflow of Analytics

Course outline

Based on real world experiences, the playbook includes workflows corresponding to the dominant analytics challenges of our day, breaking-down into "Experimental", "Diagnostic", and "Predictive" examples.

Course objectives

The successful application of data science techniques requires mastery of analytics workflows. The objective of this course is to enable participants to select and use a set of powerful analytics workflows – "a Playbook".

At the end of the course, participants will be able to:

- Understand and select appropriate analytics workflows from the Playbook
- Effectively use "Experimental", "Diagnostic", and "Predictive" analytics workflows
- Understand and apply steps within each analytics workflow, spanning Framing and Preparation, Science and Evaluation and Communication and Utilisation
- Use the open-source KNIME solution to build end-to-end analytics workflows
- Understand and use the data storytelling framework

Course details
1 week

Certificated by Singapore Management University (SMU)

Who should attend

We recommend the course to participants from any business function or department who are
- introducing data science into their project, team, or function
- developing enhanced analytics into their work
- exploring the potential value of data science in their career or work

Pre-requisites
No prior understanding of data science techniques is expected or required. This course is "low code" and requires no proficiency in programming languages or software engineering.

Tools
KNIME

Model of training
Classroom,
Field trip