



Course outline

- Use analytics tools such as Tableau, R, and BigML
- Use data visualisation tools to generate insight into a situation or scenario
- Understand the nature and application of predictive analytics approaches
- Use simple regression and machine learning techniques to predict outcomes in a process or service environment
- Understand the design thinking process and its relationship with data
- Apply the insights gathered from predictive analytics within a design thinking based project
- Use logic chain analysis to enhance the economy, efficiency, and effectiveness of processes and services

Course objectives

In a world where analytics rules, design is becoming ever more data-driven. By embedding design thinking into big data use cases, organisations can unlock new opportunities, build empathy for users and pave the way to experiences that are truly human-centered and create an emotional connection.

This course will help participants utilise business data more effectively by deriving insights of trends and irregularities from data and applying them for forward-looking predictions which will help improve the user experience, business intelligence and analytics environment of their organisations.

This is realised through building predictive models with appropriate analytical and design thinking techniques.

Course details

1 week

Certificated by Singapore Management University (SMU)

Who should attend

- Professionals who are using or wish to use predictive analytics to optimise business performance at a variety of levels in a wide range of industries
- Senior executives and managers who want to enhance innovation in their organisation

Pre-requisites

There are no prerequisites for this programme. Prior knowledge on any of the topics is not required.

Tool

Tableau, R, BigML

Model of training

Classroom, Field trip

