



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

- Understand the need for analytics and the type of analytical approaches – descriptive, diagnostic, predictive and prescriptive
- Understand the emerging analytics landscape and importance of demystifying big data
- Learn about the capabilities of analytics in the analytics value chain for various industries, the various analytical techniques and their application
- Learn about the requirements of enterprise wide business analytics implementation
- Understand through the use of case studies the importance of analytics framework in driving proper adoption of analytics

## Course objectives

The constant flow of new data accumulating at unprecedented rates presents new challenges for organisations. Increasingly, the use of analytics to turn data into new business insights to make better decisions, improve policy making and enhance day-to-day performance has become increasingly strategic for these organisations.

## Course outline

The course will provide you with practical knowledge on what business analytics entails and the process, enablements and creativity required to extract business value from data. Your journey to an impactful and sustainable Analytics begins here.

### Course details

1 week

Certificated by Singapore Management University (SMU)

### Who should attend

This course is suitable for leaders such as CIOs, CTOs, stakeholders, functional officers, technical directors and project managers, IT executives and line of business executives and functional managers, business analysts, consultants and any professionals in business management who seek to understand how they can leverage on data and analytics to derive business value

### Pre-requisites

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

### Tool

Data Analytics Tools

### Model of training

Classroom, Field trip

