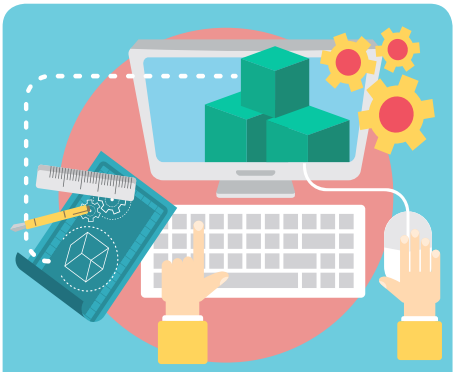
BCA ACADEMY

Principles & Application of Data Analytics



E-LEARNING

100% online. May include pre-recorded session, live streaming/webinar and discussion forum, where applicable.

ONLINE LEARNING VIA WEBINAR:

DATE: 18 & 19 Oct 2021

TIME: 9.00am to 5.00pm

PLATFORM: BCAA Learning Management System (LMS)

FEE (incl of GST): S$800.00

TARGET AUDIENCE

This workshop is designed for managers, professionals and staff at all levels who want to learn and improve their understanding and skills in built environment data analytics, particularly in applying analytics to problem solving. Participants are required to have basic MS Excel skills; no prior knowledge of data analytics required.

ASSESSMENT AND AWARD

e-Certificate of Attendance (e-COA) will be awarded to participants who meet the attendance requirement.

CPD POINTS

PEB: -

INTRODUCTION

In recent years, data analytics has gained significant momentum and buy-in from leadership in organisations across sectors and functions. However, many organisations continue to find it challenging to get data analytics off the ground and on the right track due to a combination of technical, cultural and capabilities factors. One of the key factors is the lack of analytics skills among the employees. While organisations may hire specialists to jump start its analytics journey or work in specific analytics projects, the potential of data analytics can only be sustained if the organisation is able to build data analytics capabilities and culture throughout the organisation. This bespoke workshop aims to address such capability gaps in the built environment sector, especially among professionals and managers in non-analyst roles who wish to work with and make sense of data and analysis of their daily work.

OBJECTIVES

- Understand what data analytics is, and the different approaches to data analytics for different problem-solving situations;
- Develop analysis framework through problem definition, hypotheses development and identification of data requirement;
- Gain practical data analysis skills through descriptive and predictive analysis exercises with MS Excel;
- Gain exposure to various data analytics and visualization techniques and tools; and
- Understand the principles to building sustainable analytics culture in an organisation

CONTENTS

1. Understanding Data Analytics, Big Data & Artificial Intelligence
2. Introduction to Big Data and Artificial Intelligence; types & examples of machine learning
3. Practicing and Sustaining Data Analytics at Work
4. Data Analytics Value Chain & Components
5. Translating Data into Insights
6. Statistical Analysis Concepts for Business Users
7. Common analysis techniques, including trends analysis, regression analysis, survival analysis etc.
8. Data Visualization and Storytelling
9. Bringing all together: Capstone Business Case Exercise

LECTURERS

MR DERRICK YUEN is the co-founder and principal for FYT Consulting with extensive experience in analytics and consulting with top management consulting firms, multinational corporations and government agencies. He holds a Bachelor's degree in Civil Engineering from the National University of Singapore as well as an MBA from the University of Southern California. Prior to establishing FYT Consulting, he was responsible for co-leading the formation and establishment of an Analytics Centre of Excellence (COE) for a multinational healthcare company with US$ 30 Billion revenue. Derrick also has extensive experience in corporate strategy and process improvement having led such functions in large multinational corporates in the FMCG and aviation sectors. An engineer by training, he has extensive experience in the building and construction sector (Hong Kong and Singapore) in the early years of his career. Mr Yuen also develops and delivers customised analytics solutions for many organisations across the region spanning multiple sectors and functions; including maritime, pharmaceutical, aviation, FMCG, F&B, engineering and education.

TRAINING METHODOLOGY AND LOGISTICS

This workshop adopts a combination of lectures, discussions and interactions, as well as hands on exercises designed to enable participants to acquire practical skills. This workshop utilises MS Excel (version 2010 or later) for the computer-based exercises. Participants are required to bring their own laptop.

REGISTRATION

To register, please log into our Online StoreFront (OSF) at **https://eservices.bcaa.edu.sg/registration/#/ Login** or scan QRcode and search for course code **80023**