

## ONLINE TUTORIAL SERIES: SEPTEMBER 2020

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### FUNDAMENTALS OF BUSINESS INTELLIGENCE AND DATA ANALYTICS

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TUTORIAL PLAN: STRUCTURE & TIMETABLE

#### OBJECTIVE:

With the growth of the Internet of Things (IoT), the rate at which the world is producing data is now mind blowing. For many companies and governments, data has become a critical asset and once effectively extracted and analysed this can lead to well-informed strategic decisions. Also of importance is the graphical representation of such data analysis which is commonly called – data visualization – providing graphical and interactive representation of data to allow for greater clarity and interpretation, which also leads to effective decision-making.

Not only has data grown to such importance but the skills of analysts, managers and decision makers are also evolving so there is a greater need for data literacy and analysis as well as increased abilities to generate insights.

This six-week course will introduce you to the basics of data insight generation, highlight foundational quantitative concepts and demonstrate the use of data visualization using Excel and Tableau.

#### TARGET AUDIENCE:

Business Professionals, Managers and Entrepreneurs - Anyone who plays a role in assisting their organization in identifying potential market opportunities, streamlining activities and maximizing profits.

#### STRUCTURE:

There will be a series of **TWELVE, 2-hour** sessions as follows:

SESSION	SESSION TOPIC	DATE - 2020	TIME (TT TIME)
<b>Week 1</b>	Basic concepts of insight generation	August	5:30pm – 8:30pm

<b>SESSION</b>	<b>SESSION TOPIC</b>	<b>DATE - 2020</b>	<b>TIME (TT TIME)</b>
<b>Week 2</b>	Foundations of quantitative analysis		
<b>Week 3</b>	More statistical concepts i.e. normal distribution and histograms		
<b>Week 4</b>	Data Visualization (Introduction to Tableau)		
<b>Week 5</b>	Other Charts and Dashboards		
<b>Week 6</b>	Application of various software (Tableau, Excel) to practical cases for business intelligence and data analytics		