



Event Partner



THE MALAYSIAN
INSURANCE INSTITUTE



BUSINESS ANALYTICS & DATA VISUALISATION

LIVE ONLINE

22 - 23 JULY 2020

LEARN ANYTIME AND ANYWHERE!



SAVE
COST



SAVE
TIME



STAY
SAFE



STAY
AHEAD



COURSE LEADER: DR. NINA TAN

- Managing Director for Business Intelligence and Analytics – Analytics is a customized accounting, human resource performance management and strategic planning business advisory service provider.
- Appointed by Enterprise Singapore as a professional business advisor and Skills Future Mentor to Corporate entities and SMEs on Human Resource, Finance and Operational Productivity projects.
- Served as CFO for Jurong Port, CFO for Asia Renal Care and Finance Director of Singapore Technologies
- Fellow Chartered Accountant (London ACCA, Singapore ISCA)

MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER

INTRODUCTION

According to the latest Bloomberg survey, business analytics has been effective in decision making for 3 out of 4 enterprises. Some of the benefits of applying business analytics are increased profitability, reduced costs, quicker decision-making, and other critical performance improvements. This 2-day program aims to provide you with an understanding of how the scientific use of data analysis and data visualisation can lead to improved decision making and problem-solving. It is an introductory course to probabilistic and statistical concepts.

By the end of this course, you will be equipped with relevant skills to make sense of your data, present clear evidence of your findings, and tell engaging stories all through data visualisation. Through a combination of seminar and case studies, you will also be equipped with the knowledge on data preparation and cleansing, effective data storytelling through visual analytics and experience hands-on practice of the visualisation tool, Tableau. This course includes an assessment element.



WHO SHOULD ATTEND

- Executives, Team Leaders, Decision Makers, and Project Leaders who are involved in report writing and presentation
- Accounting and finance professionals seeking to improve their decision making and presentation of quantitative and financial data
- Business Owners and Leaders seeking to better make sense of the numbers and data presented to them
- Sales and marketing professionals managing high-value account selling

KEY TAKEAWAYS

- Convert strategies into measurable Key Performance Indicators (KPIs) for performance tracking
- Learn how to use data analytics for performance measurement
- Understand the benefits of data analytics and some basic operational examples of descriptive, predictive, and prescriptive modelling
- Learn how to visualise the data intelligence derived
- Explore how actual behaviours can be transformed into visual data analytics for performance measurement
- Build the capability to use scientific methods that enable critical rationalisation between choices for equitable, well balanced, and informed management decision making



PROGRAM OUTLINE

Business Analytics

Using case studies, you will turn datasets into business insights using fundamental statistical analysis with the following steps:

- Identify key strategic business goals
- Reverse engineer business goals identified into key performance indicators needed to track the progress of attaining such strategic goals
- Structure data dimensions in preparation for data collection
- Transform and integrate data into business insights for impactful decision making by applying basic descriptive statistics to business problems; in a flowing manner:
 - Form and test hypotheses for informed decision making
 - Understanding trends, detecting outliers
 - Differentiate between categorical and continuous data
 - Craft survey questions to collect relevant qualitative data for analysis
 - Associating relationships between data variables with correlation and t tests for the mean
 - Derive accurate results with confidence intervals
 - Perform ANOVA and regression analysis using Excel and interpret the output

Data Visualisation

- Convert analytics into storyboard with data visualisation using Tableau business analytics software to perform the following functions:
 - Storyboard insights into a dashboard presentation
 - Facilitate quick understanding of what's happening in the data by visualising where issues lie and addressing it with the following steps
 - Build charts and dashboards to translate complex information into a simple to understand knowledge
 - Use of Tableau dashboards as a performance monitoring tool and facilitate reallocation of resources to optimise business impact
 - Enable forecasting of trends
 - Gain insights into the magnitude of data dimension
 - Creation of geographical heat maps
 - Create impact by Interplaying with box plots, size, colour and data filters



TESTIMONIALS

“

Nina connects easily with us by applying her practical experience to the topics taught. She is highly effective in her teaching methods and system-based approach.

”

Angie Lim

CFO Asia Pacific at Jones Lang LaSalle

“

Using her practical International experience gained from proven successful ventures as an entrepreneur, Nina creates courses that are highly practical, not just theoretical.

”

Jaqueline Chew

Regional Supply Chain Manager, BD Healthcare

MASTER FACILITATOR'S PROFILE **DR. NINA TAN**



QUALIFICATIONS AND CERTIFICATIONS

- Fellow Chartered Accountant (London ACCA, Singapore ISCA)
- MBA Singapore Management University
- PhD from Singapore Management University, specializing in leadership and organization behaviors.

Nina is appointed by Enterprise Singapore as a professional business advisor and Skills Future Mentor to Corporate entities and SMEs on Human Resource, Finance and Operational Productivity projects. Being certified as a coach by Gallups USA and an accredited Certified Advanced certified Trainer at Skills Future (ACTA), she conducts individual and team coaching alongside talent management courses.

PROFESSIONAL MEMBERSHIP

- Vice Chairman of the Accountancy Body ACCA board panel, Chairperson of SME committee and Chairperson of Public committee in ACCA.
- Currently Nina is a specialist in ACCA Global Education Forum both in London and in Singapore.

AWARDS AND MAJOR ACHIEVEMENTS

- Appointed the CEO of institute of Art of War, the organization that awarded her the Best CFO award in 2016.
- With her vast Global experience and unique training techniques, Nina authored syllabus that is used to train entrepreneurs in Skills Future (2017), ASME's (2016) Pmax and SMF Professional conversion programs.
- Appointed by Singapore government SPRING part of Ministry of Trade and Industry as a business advisor to help SMEs build their Human Resources, Finance Management and Productivity Capabilities.

PARTIAL LIST OF CLIENTS (NON EXHAUSTIVE)

Singapore Technologies, General Electric, Citibank, DBS, SingTel, SATS, Havigs Logistics, Xdel, Logistics, Mercedes Benz, United Parcel Services (UPS), Epson, LTA, Gas Malaysia, N.U.R. Power, OCBC Malaysia; Creative Ventures Sdn Bhd, Amcorp Services Sdn Bhd, BESI APAC Sdn Bhd, Boustead Holdings Berhad, MIDF Property Berhad, SPANCO Sdn Bhd, NUS, SIM, NTU, SMU, ACCA (Singapore), MIA (Malaysia), Ngee Ann Polytechnic and Nanyang Polytechnic.

PARTICIPANTS OF NINA'S PRESENTATION SKILLS PROGRAM INCLUDE THOSE COMING FROM:

NUS, SIM, NTU, SMU, ACCA (Singapore), MIA (Malaysia), Ngee Ann Polytechnic and Nanyang Polytechnic, Singapore Technologies, General Electric, Citibank, DBS, SingTel, SATS, Havigs Logistics, Xdel Logistics, Mercedes Benz(KL), United Parcel Services (UPS), Epson, LTA, Gas Malaysia, N.U.R. Power, OCBC Malaysia; Creative Ventures Sdn Bhd, Amcorp Services Sdn Bhd, BESI APAC Sdn Bhd, Boustead Holdings Berhad, MIDF Property Berhad, SPANCO Sdn Bhd, etc.



FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required)

**BUSINESS ANALYTICS &
DATA VISUALISATION**

LIVE ONLINE
22-23 JULY 2020

PARTICIPANT INFORMATION

Title and Name: Prof / Dr / Mr / Mrs / Ms

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.....

E-mail

Mobile

Phone

Fax

Organization

Position

Address

.....
.....

Date Signature

Vegetarian

Remark

.....
.....

For Online Registration, please visit
<http://www.itdworld.com/>

Replacements and representatives are allowed,
however the fees paid are not refundable.

FEE

▶ **Individual Registration (Early Bird)**
RM 2,400.00 + 6% SST per pax

▶ **Individual Registration (Regular)**
RM 2,600.00 + 6% SST per pax

* Early bird registrations close 16 July 2020

PAYMENT DETAILS FOR KUALA LUMPUR

Payments may be made by

telegraphic transfer, bank deposit, local cheque

Account Name (Pay to) **MITD Sdn Bhd**

Account Number **2-14062-0004550-2**

SWIFT Code **RHBBMYKL**

Name of Bank **RHB Bank Berhad**

Bank's Address **Lot LGF 019-021,
Lower Ground Floor Kenanga
Wholesale City 28,
Jalan Gelugor, Off Jalan Kenanga
55200 Kuala Lumpur**

PAYMENT DETAILS FOR PENANG

Account Name (Pay to) **MITD Sdn Bhd**

Account Number **730-110861-4**

SWIFT Code **OCBCMYKL**

Name of Bank **OCBC Bank (Malaysia) Berhad**

Bank's Address **36, Lebuh Pantai
10300 Penang**

**The payment needs to be made upon each period's
promotion.**

For more information and registration please call

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INTERNATIONAL AWARD & RECOGNITION



ITD WORLD

The Global Leadership Development Expert

Mission

Transforming leaders and changing the world for the better.

Vision

The #1 global leadership development expert.

Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

Competitive Advantage Statement:

ITD World is an award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

Mega Gurus:

Dr. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

Quality Certification, Awards & Publications:

- Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development
- Bestowed the **Brand Laureate International Award** for the Best Brand in Training.
- Cutting edge books co-authored with the **world's Top Mega Gurus**- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence," "Becoming an Effective Mentoring Leader," "The Leader's Daily Role in Talent Management" and "5 Levels of Mastery".

Clients:

Intel, IBM, United Nations Missions, American Embassy, Agilent, Dell, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, DHL, Ericsson, OSRAM, Infineon, Siemens, B Braun, Bosch, Beiersdorf, Schneider, TOTAL SA, Saint Gobain, Toyota, Ajinomoto, Samsung Vina, Singapore Press Holdings, Capitaland, PT Telkom, Siam Cement Group, Thaibev Group, CP Group, BaoViet, Sacombank, PetroVietnam, Petron, SM Supermalls, Thai Airways, Philippine Airlines, Shangri-La Hotels, Six Senses Resort, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle, Pepsico, Flex.

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