Analytics for Business
Discovering Insights from Data

Package inclusions:
- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:
Ateneo Graduate School of Business - Cebu Campus
GF Cebu Holdings Center, Cebu Business Park, Cebu City

DATES
August 29 - 30, 2019
Thursday - Friday
9:00 am - 5:00 pm

PROGRAM FEE
Php 11,800.00 (Early Eagle Rate until Aug. 15)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER
Online
www.cce.ateneo.edu

Email
sales.cce@ateneo.edu

Call
+63(2)830.2043

Accreditations:

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Schedules and prices may change without prior notice.
In the age of big data, it is almost effortless to obtain information and data sets that can be helpful in improving our strategies and making a decision. But the amount of data available can also be overwhelming and confusing. Examining, analyzing, and presenting the data, with only a minimal understanding of the right methods and tools, can result to misleading presentations and futile strategies.

As we progress in this Digital Economy, everyone should be able to effectively collect and structure applicable meaning from data and translate it into a compelling presentation.

This two-day program combines the basics of data analytics such as methods for analyzing and using statistical data; and the fundamentals of data and results presentation through the use of appropriate visual representation including frequency tables, charts, scatterplots, among others.

**Analytics for Business**

**Discovering Insights from Data**

**Objectives**

After the course, you will:

1. Apply appropriate methods in analyzing, presenting, and using relevant data
2. Learn how to translate applicable data into the appropriate visual representation
3. Effectively communicate and present the most relevant information

**Who should attend**

This program is ideal for professionals, executives, managers, data analysts, and support staff from Operations, R&D, Marketing, Sales, Finance, and HR who are involved in presentations that may relate to performance, trend analysis, budgeting, forecasting, and others.

**Program Content**

I. Planning for Data Analysis
   A. Concepts in Data Analysis (The Qualitative and Quantitative Research)
   B. The Data Analysis Cycle
   C. Steps in Data Analysis

II. Data Preparation
   A. Techniques for handling and analyzing data
      i. Techniques in analyzing high volume of business data
      ii. Techniques in analyzing high dimensions of business data

III. Data Presentation
   A. Understanding Statistical Significance
   B. Descriptive Analysis and the Statistical Models
      i. The Basics of Descriptive Analysis (Frequency Distribution, Measure of Central Tendency, Variability, Bivariate)
      ii. Appropriate usage of the Statistical Models (T-Test, ANOVA, Chi-Square)
      iii. Testing the Hypothesis
   C. Presenting Data Using Frequency Table, Charts and Graphs

IV. Interpretation of Data

Mr. Charles Chan is the General Manager of Neural Mechanics handling the company’s diverse set of Artificial Intelligence and Machine Learning based products.

He started his professional career in Globe Telecom as a Business Management Associate and eventually moved on to become a Senior Product Manager handling Value Added Services and Convergent Services for Globe Broadband. He then transferred to Singapore to work for Procter and Gamble as a Regional Assistant Brand Manager handling multi-million dollar brands such as Pantene shampoos and Joy Dishwashing. He has also experience working for smaller, struggling brands including Braun beauty and grooming, and Fairy Dishwasher Tablets.

Mr. Chan earned his Bachelor's degree in Marketing from the University of the Philippines – Iloilo Campus.

**Institute for the Digital Enterprise**

The Institute for the Digital Enterprise offers digital transformation programs that will enhance the participants’ knowledge, skills, and competencies to keep them abreast of continuously evolving digital trends.