



## DATES

March 26 - 28, 2020  
Thursday- Saturday  
9:00 am - 5:00 pm

## PROGRAM FEE

Php 17,700.00 (Early Eagle Rate  
until Mar. 12)  
Php 19,200.00 (Regular Rate)

## HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

+63(2)830.2043

Schedules and prices may  
change without prior notice.

# Analytics for Business

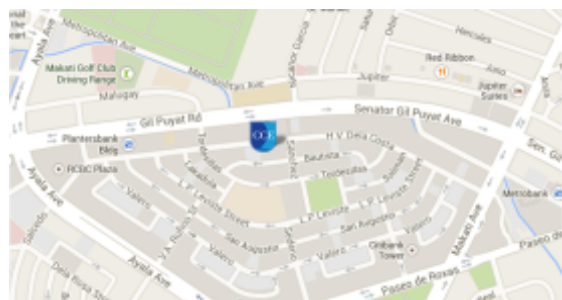
Discovering Insights from Data

## Package inclusions:

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

## Venue:

Ateneo de Manila University - Salcedo Campus  
3/F Ateneo Professional Schools Bldg.,  
130 H.V. Dela Costa St., Salcedo Village,  
Makati City, Philippines



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October 29, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



Digital Institute

# Analytics for Business: Discovering Insights from Data

March 26 - 28, 2020

 CENTER FOR CONTINUING EDUCATION

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.



## resource person



**MR. MARIO DOMINGO** is the Founder of several successful Artificial Intelligence (AI) Technology companies in Life Sciences, Media, Consumer and Digital Enterprises based in Singapore and the Philippines. He is active in helping organizations transform their businesses by focusing on customers using AI. He is the Director of the Ateneo Institute of Digital Enterprise and Program Director for the Diploma in Applied Project Management at the Ateneo Graduate School of Business - Center for Continuing Education.

He spent 10 years at Globe Telecom, Inc. where he led the digital business transformation, product design and creation and the enterprise discipline in project management. He spent 19 years in programs and projects for defense, manufacturing and information technology in the USA.

Mr. Domingo has two Master's Degrees in Finance and Applied Economics from the University of Southern California, USA and took his Artificial Intelligence Diploma Courses at the MIT Computer Science AI Lab.

## 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

### III. Interpretation of data

### IV. Presentation of Findings

- A. Presentation of the Summary of Findings
- B. Presenting Conclusion and Recommendations
- C. Tips in Writing/Organizing a comprehensive Output

## 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.