



ATENEUM DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



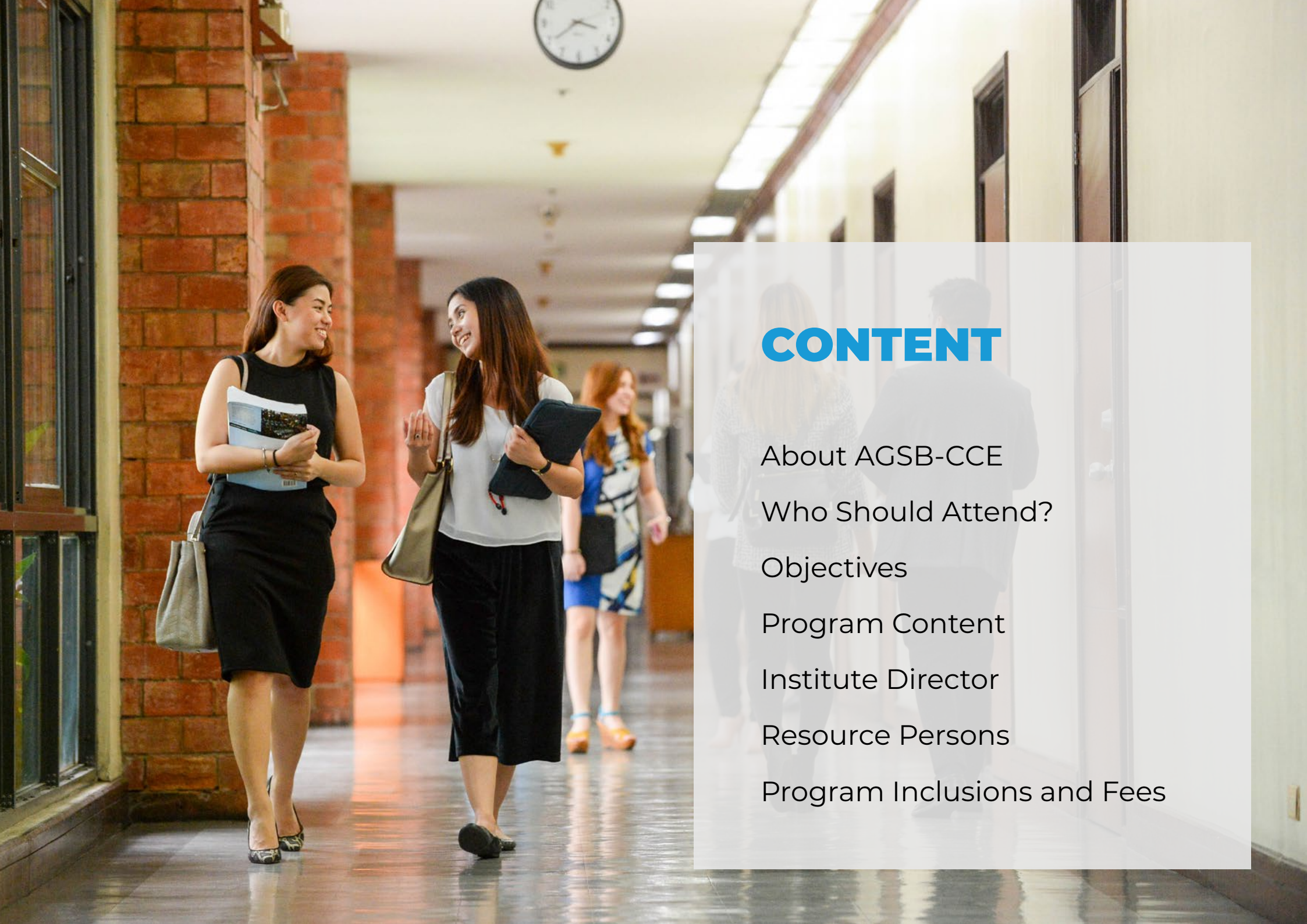
Ateneo Institute for the Digital Enterprise **ONLINE PROGRAM**

# Analytics for Business: Discovering Insights from Data

**October 10, 14, 17, 21, 24, & 28, 2022**

*Synchronous sessions via Zoom*

*Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)*



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# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



# 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.

## OBJECTIVES

After the course, you will:

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

# **ANALYTICS FOR BUSINESS: DISCOVERING INSIGHTS FROM DATA**

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 in 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 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.

## **PROGRAM OUTLINE**

### **I. Planning for Data Analysis**

Covers the concepts in data analysis (qualitative and quantitative research), its cycle and steps. This includes data validation and cleaning of sample types of data.

### **II. Techniques for handling and analyzing data**

Covers various techniques on analyzing high volume and high dimension of business data.

### **III. Data Analysis**

Covers discussions on statistical significance, descriptive analysis and statistical models and practical applications of analysis tools on sample data. This will also include examples and activities on the usage of the Statistical Models (T-Test, ANOVA, Chi-Square) for hypothesis testing.

### **IV. Presentation of Findings**

Covers presenting data using: Frequency Tables, Charts and Graphs, presenting a Summary of Findings, presenting a Conclusion and Recommendations, and tips in Writing/ Organizing a comprehensive Output.

# INSTITUTE DIRECTOR



**MR. MARIO R. DOMINGO**

Mario Domingo is the Group CTO of Chi-X Asia-Pacific Holdings, Ltd, a Hong Kong conglomerate of market centers operating equities exchanges in Australia and Japan. He is also president of Chi-X Global Technology Philippines, Inc. A low-latency, high-frequency trading platform technology and operations FinTech company he built from the ground up. Today, over USD\$1.5 Billion in trades are managed by the highly regulated system and is the only one of its kind in the Philippines.

He is the founder of several technology companies in Singapore and the Philippines in the areas of Artificial Intelligence and Advanced Analytics. He is also the founder of DARC Labs, an AI-healthcare tech R&D center where they work on imaging and genomics diagnostics.

He is the Director of the Ateneo Institute for Digital Enterprises where he helps share his knowledge in digital transformation and innovation. He has helped several companies through their Digital Transformation over the years.

He spent many years in Telecom and the Defense and Manufacturing Technologies in the United States.

# RESOURCE PERSON



**MR. CHARLES BENEDICT  
CHAN**

Mr. Charles Benedict Chan is currently the Head of Marketing of the Philippine office of InterVenn Biosciences, a cutting-edge leader in cancer diagnostic research using glycoprotein analysis, biomarker research, liquid-biopsy assay development, and new drug target discovery.

Mr. Chan was formerly the General Manager of Neural Mechanics Inc. 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.



# RESOURCE PERSON



**MS. MARIA ISABEL  
SALDARES**

Ms. Maria Isabel Saldares is the Head of Data Science of Neural Mechanics Inc. Her expertise is on video and image processing and is currently affiliated with the Computer Vision and Machine Intelligence Group (CVMIG) from the same university. Her work experience spans several computer vision applications such as coral reef coverage and assessment, medical image analysis, detection and tracking, and 3D modeling and visualization. She has also done several text analytics using natural language processing focusing on social media listening.

She holds a Master of Science in Physics degree and is currently a PhD Student in Computer Science from the University of the Philippines - Diliman.



# ANALYTICS FOR BUSINESS: DISCOVERING INSIGHTS FROM DATA

## PROGRAM DETAILS

October 10, 14, 17, 21, 24, & 28, 2022  
Mondays & Fridays  
3:00 pm - 6:00 pm

Synchronous sessions via Zoom  
Asynchronous sessions via access to the AteneoBlueCloud  
(Canvas LMS)

## PROGRAM FEE

Php 15,000.00 (*Early Eagle Rate*)  
Php 16,500.00 (*Regular Rate*)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

## REGISTER NOW!

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SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**