



Certified Analytical Professional

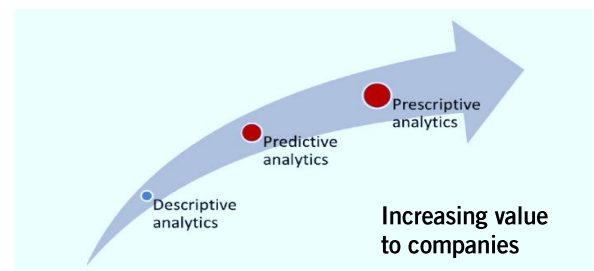
Using Advanced Analytics Skills to Enhance Decision Making

Decision making is an important management activity and spans across functions from marketing, human resource to customer service. Good decisions lead to positive marketplace outcomes and poor decisions, in today's competitive environment may lead to irreversible damage. To ensure good decisions are made, management relies on the support provided by analytical professionals who understand their information needs and are able to transform data into insights to aid decision making. Often, managers in various functional areas who are already familiar with their operational context make good analysts when they equip themselves with analytical competency.

To become an analytical professional, an executive needs to be trained to use various kinds of advanced analytical methods to address different management insight needs. This 5-day Certified Analytical Professional (Advanced Level) programme aims to produce this breed of professionals who are competent in addressing organisational needs for better insights.

Why Advanced Analytics

Competency levels may be classified as foundation level, which allows the practitioner to undertake most descriptive data analyses, and advanced level, which allows for analyses that yield predictive and prescriptive insights. Insights of the latter forms are the most useful and can translate into the greatest competitive advantage for companies.



Programme Highlights

This is a highly interactive programme where class sharing, discussion and exercises will be employed alongside with analytical softwares (SPSS, WarpPLS and PERMAP) hands-on practices to help participants gain a good grasp of analytics.

Who Should Attend

Managers and executives in various functional groups e.g. marketing and customer service who seek to push the use of data beyond typical boundaries are strongly encouraged to attend the programme.

Programme Objectives

The programme objectives are several-fold:

- To raise the competency level of professionals to an advanced level so that they are able to leverage on an array of analytical techniques and tools to obtain insights that support their organisation's decision making function.
- To have a strong grounding of data, data types and the various classes of analysis.
- To understand data quality and data sources that impact the quality of insights obtained.
- To provide participants with the ability to undertake various types of multivariate analysis that includes regression modelling, choice modelling and structural equation modelling.
- To imbue in participants with the ability to think analytically so that they are able to conceptualise organisational challenges and goals in the form of analytical models to be examined.

Programme Outline

1. The application of advanced level analytics in various functional contexts
 - Categorisation of analytics
 - Analytics as a solution to organisational challenges
 - Case studies in the application of analytics
2. Development of advanced level analytical competencies and the use of three analytical softwares (SPSS, WarpPLS and PERMAP). The software chosen for this programme complement each other and allows the analyst to provide useful insights for management. The scope of analyses covered in this programme includes, but are not limited to the following:
 - t-Tests
 - Anova Tests
 - Factor Analysis
 - Multiple Regression Models (with and without latent constructs)
 - Binary Logistic Regression Models
 - Best-Worst Scaling Models
 - Conjoint Models
 - Correspondence Analysis
 - Discriminant Analysis
 - Perceptual Mapping
 - Structural Equation Modelling
3. Framing of organisational challenges into analytical problems (development of analytical thinking). This development will be in the form of presentations by the instructor, discussion of cases and reflection by participants on analytical applications.

Facilitator

Dr. Raymond Teo is a thought-leader in the field of CRM and data analytics. He has been the pioneer of SMU's CRM and data-driven insights programmes for both undergraduate and postgraduate levels for a decade. He is highly sought after as a speaker by international conference organisers in these specialised fields.



He is the Chief Executive of Blue-dge Analytics and Consulting, a company formed by a team of high calibre research and advisory staff to offer consultancy and advanced research services to clients. In 2005, London Weekly Telegraph regarded it as the "best-in-class, dynamic, exciting and shaking up the world of insights". Other publications such as the Singapore Business Review had regarded his company as the 'gem of top companies'. In 2009, Raymond received the Spirit of Enterprise award in Singapore. He had leveraged on his expertise in the field of data analytics and expanded his consultation to include both customer analytics and HR analytics, with the latter being an important focus for his company.

■ Class Dates

25 February – 1 March 2019

■ Time

9.00am – 5.00pm

■ Venue

Singapore Management University

■ Fee

\$5,189.50 (incl. GST)

■ **Fee after 70% SkillsFuture Funding (T&Cs apply)**

\$1,556.85 incl. GST (for Singapore Citizens / PRs)

■ SkillsFuture Credit

Singaporeans self-sponsoring the programme fee may claim for their SkillsFuture Credit.

