



Course Ref No: NP\_SFDA01

## Driving Trade & Business with Data Analytics

- Want to understand your business data better?
- Need to know how to maximise the info you have about your business?

### Course Objective:

This course aims to provide participants with the fundamental concepts of data, data organization and data cleansing to create datamarts and data warehouses.

It will introduce tools and techniques for data exploration, explanation and analyses such as data modeling, visualization and storytelling in the context of business applications.

### What you will learn:

- Data preparation, organisation and aggregation
- Data explanation and exploration
- Data visualization and analysis
- Business application of data analytics
- Introduction to Data Mining – the CRISP-DM model
- Predictive modeling through segmentation, associations and classification
- Model testing and validation
- Business applications of predictive models

### Who should take this course:

Suitable for those who wish to understand more about Big Data and its analytics including entrepreneurs, business managers or those in related areas of business.

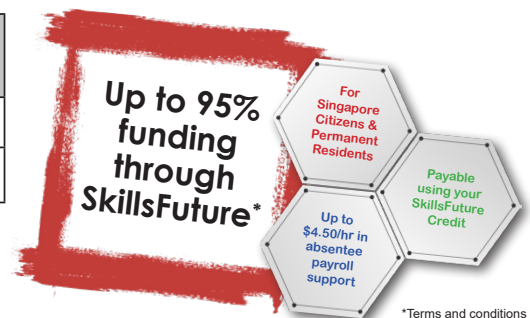
### Trainer Profile:

#### Mr Lim Shee Chee

Senior Lecturer in Ngee Ann Polytechnic, School of Business and Accountancy. Professionally, he is a trained Systems Analyst and has provided IT consultancy to a wide range of businesses. He also developed the Specialist Diploma in Consumer & Performance Analytics for the CET academy, which has been running for the last 3 years.

**Upcoming Course Dates:**  
11th October 2019 (8 Hours)

	Singapore Citizens (21-39 yrs old) / Permanent Residents (21 yrs old & above)	Singapore Citizens ≥ 40yrs (Mid-Career Enhanced Subsidy)	Singapore Citizens / Permanent Residents Sponsored by SMEs	Workfare Training Support
Full Course Fees (incl. 7% GST)	\$299.60	\$299.60	\$299.60	\$299.60
Nett Amount Payable (incl. 7% GST)	\$89.88	\$33.88	\$33.88	\$19.88



\*Terms and conditions apply

 **6334 1080**

 **info@sccciob.edu.sg**

 **www.sccciob.edu.sg**

**City Campus**  
111 North Bridge Road, #06-05/06 Peninsula Plaza  
Singapore 179098

**TA Hub Campus**  
9 Jurong Town Hall Road, #04-10 Trade Association  
Hub, Jurong Town Hall, Singapore 609431

