

**TECHNOLOGY & ENGINEERING SERIES**

# Data Analytics for Senior IT Managers



Artificial Intelligence is experiencing a revival and is currently being combined with data and other machine learning techniques so businesses and government organisations understand their users better. Understanding this changing landscape is key to remaining relevant.

With this programme, we demystify the hype around big data, data analytics, machine learning and artificial intelligence. We discuss how to apply industry best practices to ingest, store and analyse data, then use the analysis to improve an organisation's services and processes. Real-life examples are emphasised throughout, and by taking the participants through the steps of scoping, planning and evaluating a data analytics project, participants come away with not only an overview of the current data ecosystem, but an action template of how to leverage data for their organisations.

## DATE

**06 - 07 November 2017 (full)**

**18 - 19 December 2017 (full)**

**22 - 23 January 2018 (full)**

## DURATION

**2 Days; 9.00am to 5.30pm daily**

## VENUE

**National University of Singapore**

**FEE (includes GST)**

**S\$1,070.00**

**Registration will close 5 working  
days prior to programme  
commencement date**

**REGISTER NOW!**

## PROGRAMME OUTLINE

### Day 1

- ◆ Advancing Data Analytics at Organisations
- ◆ Panel Discussion: A Deep Dive into 5 Categories of Analytics Use
- ◆ Project Scoping Workshop Part 1
- ◆ Case Study

### Day 2

- ◆ Managing Data Analytics Projects
- ◆ Project Scoping Workshop Part 2
- ◆ Case Study

## WHO SHOULD ATTEND

Directors of IT, Chief Information Officers

## PRE-REQUISITES

No programming experience required.



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## ABOUT THE INSTRUCTORS



**Mr. Laurence Liew** is the Director for AI Industry Innovation at AI Singapore, a \$150M national effort to accelerate the adoption and growth of AI technology in the Singapore ecosystem. A technopreneur, Laurence have had several successful exits, the latest being Revolution Analytics where he was the General Manager for Asia Pacific. He was responsible for Revolution's business in Asia and its Centre of Excellence for Analytics in Singapore in partnership with the Infocomm Development Authority of Singapore (IDA). He also conceptualised and managed Revolution's development team who is responsible for putting Revolution R in the Cloud. Revolution was acquired by Microsoft in 2015. Laurence graduated from National University of Singapore (NUS) with First Class Honours in Engineering, and holds a Masters in Knowledge Engineering from NUS.



**Jeanne Choo**, a biostatistician by training but R and Python hacker by day. Prior to joining NUS, Jeanne worked in the analytics industry in London. Jeanne draws on both technical and teaching experience to conduct workshops. Technically, her R skills came from training as an Oxford biologist wrangling with real-world datasets in the UK education technology sector. Jeanne has conducted R coding labs in London for the likes of Google and Huawei. Jeanne won the Best Data Hack Award at HackLondon (largest hackathon university in the UK) in 2015 where she built a prize-winning R Shiny application which predicted Bitcoin value using historical data. Jeanne works from the idea that personal experiences make each

workshop participant's learning curve unique and is always open to requests, suggestions and productive digressions.



**Dr Guo Lei** is an active researcher and educator in behavioural research, data analytics, and service innovation, with international experience in delivering applied research and practice-based learning programmes with successful results. She has particular experience in tackling complex challenges through design thinking, business analytics and strategic communications. Dr Guo is also an accomplished author, having publications in both academic and professional domains. She has worked with clients in sectors such as transport, public service, banking, retail, gaming, support services and infocomm.

