

accordtraining.com

course information

# analytics for non-analytics professionals

IBF-STS eligible

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analytics for non-analytics professionals

## limited time offer

For Singapore Citizens and Permanent Residents employed in the financial sector (financial institutions or SFA certified Fintech firms)

nett course fee (from 1 Jan 2023)

**S\$456.00 w/GST**

For Singapore Citizens  
aged 40 and above

**includes:**

- **70%** course fee subsidy

**S\$696.00 w/GST**

For Singapore Citizens  
And PRs

**includes:**

- **50%** course fee subsidy

Self-sponsored participants may utilise their Skills Future Credit to offset the net course fee.

course duration : **virtual (12 hours)**

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## making smarter decisions with data analytics




**Venue**  
Virtual



**Duration**  
2 days



**Nett Course Fee**  
**\$456.00 w/GST**  
**or \$696.00**  
**w/GST**  
per participant



**Prerequisite**  
Basic Excel

### Who should attend?

- Managers and Directors
- Professionals in the banking, finance and fintech industries
- Those who are relatively new to data analysis
- Those who need to make critical business decisions

This is an awareness **workshop** designed for **professionals without an analytics background** to provide a good understanding of, and appreciation for, data analytics and how to use it effectively.

It is also designed to give you some critical skills in data analysis. This workshop will introduce you to the world of analytics **through examples, stories and case studies**. You will also get multiple opportunities to apply your insights to come up with ideas on the applications of analytics within your organisation and your respective teams.

This workshop is a **2 day virtual or classroom facilitated workshop** and involves activities, hands-on exercises and brainstorming sessions.

On day 1, you will experience a hands on session during which you will **learn how to use pivot tables in Excel to analyse large datasets** quickly and efficiently. On day 2, you will also get to learn about **predictive analytics techniques** which form the basis of Artificial Intelligence and Machine Learning.



### Assessment and Certification

An assessment will be conducted at the end of the course. Upon successful completion of both the course and assessment, participants will be awarded a Certificate of Completion.

DAY  
1

**Module 1: What is data analytics**

- Overview of data analytics
- Classification of data analytics

**Module 2: Analytics in action**

- Applications of analytics
- When analytics cannot be applied

**Module 3: Framework for analytical decision making**

- The 6-step framework for analytical decision making

**Module 4: Understanding data and its tools**

- Statistical techniques and data analysis
- Data analysis using pivot tables and Excel

**Module 5: Introduction to predictive analytics**

- Principles of predictive modelling and machine learning
- Common applications of predictive analytics

**Module 6: Regression with MS Excel**

- Simple linear regression
- Multiple linear regression

**Module 7: Case study analysis and presentation**

- Case study analysis
- Communicating insights through data visualisations

**Module 8: The future of analytics and trends**

- How can analytics impact organizations

DAY  
2

## course objectives

- Understand the banking system and the process of revenue generation in a bank
- Identify the types of data available in consumer banking
- The importance of data in aligning consumer behaviour with bank activities
- The objectives of data mining and data analytics
- Methods to create and capture data for MIS or analysis
- Data collection processes and systems
- Data validation methods
- The importance of data quality in the data collection process
- What is data analytics and the different types of data analytics
- Appreciate the key questions that analytics can answer
- See examples of the applications of analytics across functions and industries
- Learn 6 key steps in analytical decision making
- Basic data and statistical principles that form the foundation of data analytics
- Perform data analysis using Microsoft Excel (including pivot tables and Excel functions)
- Create basic dashboards in Excel using pivot tables, charts and slicers
- Appreciate some of the common techniques used in predictive analytics
- Perform regression using Excel for predictive analytics on case studies
- Identify opportunities for the application of analytics within their organisation
- Learn about the global trends in analytics and how they are impacting the world



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## IBF-STS Eligible

**IBF**  
Singapore



This programme has been accredited under the IBF Standards, and is eligible for funding under the IBF Standards Training Scheme (IBF-STS), subject to all eligibility criteria being met.

| Funding available                   | Co-funding (subsidy) |
|-------------------------------------|----------------------|
| Singapore Citizen aged 40 and above | 70%                  |
| Singapore Citizen and PR            | 50%                  |

### **Participant Fee**

Accord Course Fee: S\$1,296 w/GST  
less Funding Support (70%): (S\$840)

**Nett Participant Fee: S\$456 w/GST**

- Participants only have to pay nett fee
- For self-sponsored participants, the nett fee can also be offset with Skills Future Credit

For more information on the funding, please visit:  
[www.ibf.org.sg](http://www.ibf.org.sg)

## Company Profile

Accord is one of the leading pure-play certified business analytics training institutes headquartered in Singapore.

Accord's mission is to empower people, teams and organizations through state of the art analytics training.

Since 2014, Accord has conducted **over 700 training workshops** across data literacy, analytics, data visualization and AI in both physical and virtual environments and has trained **16,000+ people** to date with an average cumulative feedback score of **4.5 / 5.0**.

Accord has been validated by several industries and leading organizations: **MAS, HDB, UOB, OCBC, Finlab, PSA Global, Societe Generale, eTiQa Insurance** etc. and many agencies of the Singapore Government (through Civil Service College). All our clients have come back to us and work with us on a regular recurring basis.

## Director and Principal Trainer Profile



### Saurabh Anand

Saurabh Anand is an experienced business management professional, trainer and entrepreneur with expertise in technology, strategy, analytics, business management and learning and development. He has lived and worked in India, Singapore, Philippines, Germany, UAE and USA. He has travelled extensively in Asia, Europe and USA which has helped him develop **excellent cross-cultural skills** and sensitivities.

Saurabh has a Distinction Engineering Graduate from the University of Mysore, India and a Distinction MBA Graduate from the Asian Institute of Management, Manila, Philippines. He has also been an exchange student at the Tuck School of Business, Dartmouth, New Hampshire, USA.

Saurabh has an **Advanced Certificate in Training and Assessment (ACTA)** qualification. He serves as an empanelled trainer of the Civil Service College, Singapore. He has also received the **Adult Education Professionalisation (AEP) Award** from the Institute of Adult Learning (IAL).

Since 2013-14, Saurabh has been running popular and successful data analytics workshops for the Civil Service College (CSC) and participants have included almost all agencies and statutory boards of the Singapore Government. He has created and delivers 7 different analytics workshops for CSC on topics like basic data analytics, advanced data analytics, data visualization, business intelligence, analytics for customer experience and data cleaning. He was awarded the **“Innovation for Impact Award”** by CSC in 2016-17, the **“Associate Excellence Award”** in 2018-19 and the **“Innovation for Impact Award”** in 2020-21.



## Participant Testimonials

*"Very layman friendly. Made analytics and statistics concepts easy to understand."*

*"It is informative and NOT boring. Concepts are explained in an 'easy to understand' manner."*

*"The trainer shared many relevant case studies that provided a lot of insights into analytics and the applications of analytics."*

*"I like that it is very insightful, it brings about new perspective of data and how we can apply it."*

*"Well presented and interactive. Interesting workshop."*



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