course information

analytics for non-analytics professionals

IBF-STS eligible

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training

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analytics for non-analytics professionals

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

Course fee: S$ 1,308 w/GST

Nett Course Fee:

S$468 w/GST	**S$708 w/GST**
For Singapore Citizens aged 40 and above	For Singapore Citizens and PRs
includes:	**includes:**
- **70%** course fee subsidy	- **50%** course fee subsidy

course duration : **classroom (13 hours)**

For detailed funding details, please visit: www.ibf.org.sg

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analytics for non-analytics professionals

making smarter decisions with data analytics

Venue
Classroom

Duration
2 days

Nett Course Fee
S$468 w/GST or
S$708 w/GST
per participant

Prerequisite
Basic Excel

Who should attend?

- Data Analysts, 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 a 2-day classroom facilitated workshop designed for banking, finance or fintech 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 in the context of banking and finance. This workshop will introduce you to the world of analytics through examples, stories and case studies. You will also get multiple opportunities to brainstorm about ideas on the applications of analytics within your organisation and your respective teams whether in the context of targeted marketing and product development strategies for varied customer groups, new ways to identify potential loan defaulters or even optimising manpower allocation for the bank's call centre.

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 could help in activities such as identifying which products to cross-sell or up-sell, predicting whether a customer might respond to a credit card promotion or even profiling the ideal customer to target..

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.

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course outline

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

DAY 2

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

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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 logo]

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

Participants are advised to assess the suitability of the course and its relevance to his/her business activities or job roles.

The IBF-STS is available to eligible entities and individuals based on the prevalent funding eligibility, quantum and caps. IBF-STS provides 50% - 70% course fee subsidy support for direct training costs subject to a cap of S$3,000 per candidate per course subject to all eligibility criteria being met.

Find out more on www.ibf.org.sg

About IBF Certification

This course addresses the following Technical Skills and Competencies (TSCs) and proficiency level:

Data Collection and Analysis Level 3

Participants are encouraged to access the IBF MySkills Portfolio (https://www.ibf.org.sg/home/for-individuals/resource-tools/myskills-portfolio) to track their training progress and skills acquisition against the Skills Framework for Financial Services. You can apply for IBF Certification after fulfilling the required number of Technical Skills and Competencies (TSCs) for the selected job role.

Find out more about IBF certification and the application process on https://www.ibf.org.sg/home/for-individuals/ibf-certification/why-be-ibf-certified

Participant category	Co-funding (subsidy)
Singapore Citizen aged 40 and above	**70%**
Singapore Citizen aged <40 and SPR	**50%**

Participant Fee
Accord Course Fee: S$1,308 w/GST
less Funding Support (70%):   0.7 * $1,200 (S$840)
Nett Participant Fee: S$468 w/GST

· Participants only have to pay nett fee

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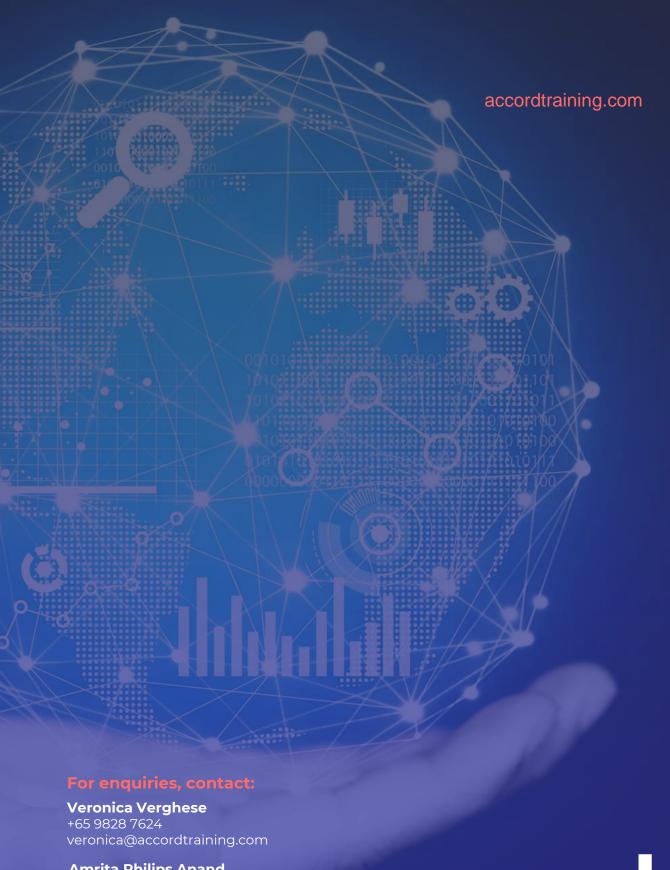
Saurabh has a Distinction Engineering Graduate from the University of Mysore, India and a Distinction MBA Graduate from the Asian Institute of Management, Manila, Philippines. He has also been an exchange student at the Tuck School of Business, Dartmouth, New Hampshire, USA.

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 9 different analytics workshops for CSC on topics like basic data analytics, advanced data analytics, data visualization, business intelligence, AI / Machine Learning, data cleaning and prompt engineering. 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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