This course will introduce the participants to the essentials of business intelligence. It is primarily targeted towards consumers of business intelligence (BI), such as business managers, business executives, financial analysts and market researchers, who are interested in learning about BI concepts, process, tools and technologies and how to leverage them in their organisations.

The participants will learn how to use OLAP tools for multidimensional reporting; pivoting tables; slicing and dicing of data; drill-downs and drill-ups; and other business analytic operations. They will also be exposed to popular data mining algorithms and learn how to apply those algorithms for business applications such as sales forecasting, target marketing, customer relationship management, market basket analysis and campaign effectiveness.

They will receive hands-on training with BI tools for performing business analytics, mining business data and measuring business performance. The course will include several real-world cases of BI applications in domains such as marketing, finance and travel.

**Programme Benefits**
- Understand the advantages of business intelligence
- Know various techniques for data analysis/business intelligence
- Be familiar with popular software for business intelligence

For Whom
Data/Information Analysts, Business Analysts, Marketing Research Executives

Prerequisites
Knowledge of basic probability and statistics, linear algebra and programming is useful.

Duration
3 days

Venue
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Dr. James Pang is currently a Visiting Associate Professor at the School of Computing, National University of Singapore. His research focuses on Business Analytics (BA) architecture, analytics modelling methodology and algorithm development. He has rich multi-industry experience in Healthcare, Manufacturing, Supply Chain/Logistics, Retail, and Government sectors, and has been working in analytics and optimization areas in the last 15 years. Prior to the current role, he was the Client Technical Advisor in Analytics and Optimization at IBM Government and Healthcare Centre of Competency, and led the IBM technical solution design in ASEAN Public Sector. Previously, he was also a Senior Manager and Lead Architect at IBM R&D Labs in charge of analytics and product development. Before joining IBM, Dr. Pang was a Research Scientist at Motorola Labs and focused on development and implementation of Operations Research models and methods to solve problems in supply chains and manufacturing systems.

Dr. Pang filed and published a number of patents and papers in analytics and cloud computing areas. Dr. Pang holds a Ph.D. from National University of Singapore (NUS) jointly with Massachusetts Institute of Technology (MIT), and Master and Bachelor from Zhejiang University (ZJU), China.

Dr. Mengling Feng is currently the lab head of the Bioinformatics and Healthcare Analytics lab, Data Analytics Department, Institute for Infocomm Research. He is also jointly appointed as the Adjunct Assistant Professor in both the Saw Swee Hock School of Public Health and Yong Loo Lin School of Medicine, National University of Singapore. Dr Feng was a Senior Post-doc and is currently a Research Affiliate with the Lab of Computational Physiology, Harvard-MIT Health Science Technology Division. His research is to develop effective medical Big Data management and analysis methods to extract actionable knowledge to improve the quality of care. His research brings together concepts and tools across machine learning, optimization, signal processing, statistical causal inference and big data management. In particular, he has been publishing on physiological signal forecasting, modeling of disease progress trajectory, dynamic patient phenotyping, statistical understanding of treatment effects and management of heterogeneous medical big data.

Recognizing his expertise, Dr. Feng works closely with clinicians around the world, and he also collaborates with major healthcare and IT companies, such as Philips and SAP. Dr. Feng’s work was recognized by both well-established journals, such as Science Translational Medicine, and top international conferences, such as KDD and AMIA.