

# NICF – Fundamentals of Business Analytics



## Concept

Business Analytics is not just about technical capability, but the start of some potentially significant organisational transformation – specifically on the way organisations handle and consume data and make decisions.

Business Analytics initiatives can only be deemed successful when it becomes an integral part of the business work stream or the practise area that it was designed to support. Failure to obtain strong business sponsorship and the failure to operationalize are the main reasons why many business analytics initiatives remain as special projects and do not realise their full potential.

This one-day executive programme is designed to give participants a non-technical overview of what it takes to build, deploy and operate business analytics capabilities into an organisation. It is an appreciation level programme that will focus on breadth of potential that can be attained from successful deployment of business analytics. It introduces a framework which explores the four different perspectives of organisational capability development namely: People, Process, Systems and Data; as well as how business analytics adoption will change the dynamics in each area. This framework helps participants to holistically work through typical challenges and appreciate the dependencies in building a sustainable organisational capability that demonstrates incremental business value.

## Learning objectives

- **Concept of Data:** Data is the lifeblood of an analytics practise. A review of data management practices and the importance of performing a data readiness assessment before embarking on an analytics project.
- **People Requirements:** Understand the talent/competency requirements. The need to balance hard technical skills with softer skills like ‘storytelling’.
- **Business Sponsorship:** Appreciate that business partnership and sponsorship are key to successful identification of opportunities, adoption, and realising the full potential of business analytics.

## Duration

1 day

## Venue

STMI@NUS  
ICube, Level3  
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- **Managing Change:** Organisation transformation is a natural outcome of acquiring business analytics capabilities. New roles, practice areas and budget line items are introduced. Decision and influence models are re-defined. Vendor/supplier ecosystem dynamics will change. It is important to be able to estimate the magnitude of change that will be triggered.
- **Context Setting:** A look at a range of analytics use cases/context relevant to both the private and public sectors. Real world case studies and group work will be used to illustrate practical applications.
- **Ecosystem Considerations:** A look at technology platforms, data services vendors, internal champions and their relative importance in making this a sustainable business capability.
- **Productising and Operationalising Analytics:** Making it real and simple for the business user. Removing the complexity and embedding analytics into mainstream business processes. This will ensure persistent utilisation and on-going evidence of the incremental value of this new capability. Analytics Centre of Excellence: understand what it is, what it takes to have one and how it can help drive adoption.

## Deliverables

- Content in the form of presentations
- Case studies to illustrate real world applications of all major concepts introduced
- Group discussions and exercises to help participants think through business analytics requirements development

## Structure

- 1 day, executive level program
- Presentations to introduce key topics
- Real world case studies to illustrate the topics in action
- Group exercises and structured discussions aimed at improving understanding by 'talking about it'.
- There is no formal assessment for this program. The group exercises and structured discussions will be used as opportunities for the facilitator to observe and assess broad competency.

## Who Should Attend

Mid and senior level Line of Business Managers and Executive from any discipline who are potential champions, sponsors, initiators and users of business analytics initiatives.

## Course Leader



**Azhar Azib**  
 Founder  
 Principal Consultant  
 rawonionDecisions

Mr. Azhar Azib is the founder of rawonionDecisions, a CRM and Integrated Engagements advisory practice, passionate about

Sustainable Engagements. He started this practice in 2010 with a lofty mission of helping corporations build capabilities that will enable them to deliver targeted, measurable, impact driving engagements, over and over again.

His last corporate role was as Regional Marketing Communications Director for Asia Pacific at Microsoft, where he was instrumental in driving integrated, insights based engagements and building teams and infrastructure that enable these capabilities. His 10 year stint at Microsoft included leading Microsoft's internal CRM initiatives and various projects which exploited data and technology to drive impactful customer engagements.

A Data Architect by training and a seasoned Database Marketer and Change Leader by practice, his 25 year corporate career with big brands like Microsoft, IBM and Global Sources sees

him in many roles driving innovation, change and excellence in the way large corporations engage with their customers and partners.

He currently sits on the Executive Committee of the Direct Marketing Association of Singapore and heads the special interest council for Social Media Marketing. He is an active speaker/panelist at Marketing and CRM related conferences in South East Asia.

Outside of work, Azhar is an endurance running junkie, having completed 61 full or ultra marathons (as at May 2012) since 2002.