



## BUSINESS INTELLIGENCE AND ANALYTICS FOUNDATION

“TOO MUCH DATA, TOO LITTLE STRATEGY”

Having a business means accumulating countless data and information. This corporate data grows in correlation with your company and if it goes unorganized, chances are, you would be sitting on a gold mine. Your next big clients or the report that might be the key to your next project might be embedded deep in the disarranged database. It is one thing to extract these data and another thing to analyze and make use of them.

**Business Intelligence and Analytics (BI&A)** is a course that has been made to address the industry’s rising problem: Large data quantity, how to organize them, and derive true value that will help you in making decisions. The course will extensively emphasize on structuring your data management, data mining, and data analysis to provide the necessary support as needed by the organization.



MARCH 29-30, 2018



2 DAYS



HO CHI MINH CITY

### Learning Objectives

At the end of the training, participants are expected to:

- Be accustomed with the data analysis life-cycle and restructure their organization’s process based on this
- Transform and leverage the mined data and formulate sound decision
- Be familiar with the most used tools and techniques for Business Intelligence and Analysis
- Determine which Business Intelligence solution would be optimal for the organization and corporate data.

### Benefits

- Lower the margin of extracting a false positive data through effective data management
- Cultivate and maintain an Analysis Culture within the organization
- Increase the business’s analytical support backbone to arrive at a sound decision
- Proper management and warehousing would effect to ease of access to information when needed

### Target Audience

- Business Analysts or Information Workers
- Systems Analysts / Administrators / Managers
- Business Intelligence professionals
- IT Managers / Professionals maintenance of software
- Data Analysts / Managers / Scientists

### Key Clients



**BOSCH**



USG BORAL

**SONION**



### Materials



TRAINING MANUAL



SOFT COPY DOWNLOAD



CERTIFICATE



## Agenda

### MODULE 0: Pre-work

- Download recommended tools
- Go through case studies (Real Direct; NY Real Estate)
- Answer individually or with office colleagues
- Prepare own, work case study (incl. reco) that can be shared to the trainers (Pre - Day 1) and class (Day 2)

### MODULE 1: Concepts and Foundations of Business Intelligence & Analytics

- Definition and Distinction: Intelligence, Analytics, BI, BA
- DIKW Continuum, Information Theory
- Prerequisites for BI
- Balanced Scorecards, Logical Frameworks, KPIs, Metrics
- Case Study- Exercise: Real Direct and the CEO Dashboard

### MODULE 2: Statistical Methods - A Review

- Central Tendency & Dispersion
- Probability and Probability Distributions
- Sampling and Sampling Distributions
- Estimation
- Hypothesis Testing
- Chi-square and Analysis of Variance (ANOVA)
- Decision Theory
- Quality & Quality Control
- Statistical Process Control
- Monte Carlo Simulation

### MODULE 3: Service and Analytics lifecycles

- The Business Analytics Lifecycle
- Four Dimensions of an Effective Analytics Culture
- Building & Sustaining an Analysis Culture
- Analytics Service Delivery Lifecycle (ITSM overview)
- Case Study- Exercise: Real Direct and the BA Lifecycle

### MODULE 4: Tools & Techniques

- Business Intelligence Overview
- Data Warehousing
- Data Management
- Software for BI&A
  - [Excel](#), [R](#), [Tableau](#), [Minitab](#), [Spotfire](#)
- Case Study - Exercise: Real Direct:
- Excel Pivot Charts
- Visualization using Excel, Tableau

### MODULE 5: Applications of BI&A

### MODULE 6: Competing and Succeeding in Analytics

### MODULE 7: Case Study- Exercise:

- Presenting to C-levels/ senior management
- Takeaways and next steps

### Recap and Summary

## Pre-requisites

- Working knowledge on Data handling and Management
- Experience in Data Warehousing (but not mandatory)
- Laptop with Excel, R, Tableau, Minitab, Spotfire (free trial)

## Trainer's Profile



The trainer has almost 20 years of experience in practical use of Analytics, service delivery of Business Intelligence, Process Engineering, training delivery and IT Service Management. His passion is to deliver world-class IT consulting services at competitive rates for industry-leading value. He is skilled in being a functional trainer for Project Management, Product Lifecycle Management, Business Intelligence, Supply Chain, Vendor Management, ITIL programs and etc.

He became a Senior Manager in Procter & Gamble and led a regional team supporting Business Intelligence solutions. He also became the Process Engineer for P&G Product Supply Plant Engineering and used analytical approaches to optimize and utilize operations which led to a savings of \$1.5 million from a budget of \$7.2 million.

He led Business Intelligence application and operations management resources for the SAP ECC 6.0 ('MySAP') Asia-wide rollout and multiple acquisitions and divestiture projects.



## Training Highlights

### Expert Facilitator

The program is facilitated by one of the leading consultants with years of experience in consulting and training in various industries, giving the participants the advantage to tap on his extensive experience to solve practical problems in their current environment.

### Interactive Learning

From face-to-face interaction to modules and workbooks, the training is an instructor-led course with a combination of presentation modules and interactive sessions with participants, allowing mindshare to proactively address specific needs and issues in their own environment.

### Up-to-date Information

Provides the latest updates on best practices from industries across the globe with case studies and practical information acquired from the training and resources of our trainer.

### Training Package

We provide high quality and well-researched training materials to make learning a meaningful experience for the participants. The training aids we provide to our participants are used as a quick reference resource for future use.

## About APEX Global

APEX Global (The Academy for Professional excellence) is the learning solutions arm of ECCI—the leading process improvement solutions provider in Southeast Asia. Our sole aim is to promote performance excellence among professionals. We help our customers achieve greater success through effective, experiential and results-oriented training delivery. Our professional development solutions cover Trainings and Conferences, Managed Services and Learning on Demand. We organize public trainings and in-house workshops tailored for specific organizations. We help companies manage their non-core yet critical training function through end-to-end training management - starting from planning and needs analysis to program evaluation and records management. The Learning on Demand products we offer provide convenient and innovative ways for learning.

Applying the experience of training over 100,000 professionals in the last decade, a strong pool of expert trainers and facilitators with expertise in a niche array of domains and a strong regional presence, we provide an extensive portfolio of high-quality industry specific and functional programs coupled with high quality training materials to deliver our ultimate "promise"—the R.E.A.L. learning experience.



## About ECCI

ECCI is the leading process improvement solutions provider in Southeast Asia, focused on process consulting, automation solutions and learning outsourcing services. We help companies achieve performance excellence by assisting them implement management systems and international standards/best practices across multiple domains and industries.

Our partnerships with best-in-class technology companies help drive sustained excellence for our customers. As a solutions provider with instructional design capability and subject matter expertise in niche areas, we help organizations implement learning strategies and design learning content for improved performance





**FEE STRUCTURE**

Please highlight the registration type applicable to you

REGISTRATION TYPE	REGULAR (Registration received before March 29, 2018)	EARLY BIRD (Registration received on or before March 8, 2018)
Per Participant	<input type="checkbox"/> VND 11,300,000 + 10% VAT	<input type="checkbox"/> VND 10,700,000 + 10% VAT
Group of 4	<input type="checkbox"/> VND 10,300,000 + 10% VAT	
Personal Sponsorship	<input type="checkbox"/> VND 10,700,000 + 10% VAT	

**PARTICIPANT(S) PARTICULARS**

	Participant 1	Participant 2	Participant 3	Participant 4
Full Name				
Job Title				
Contact Numbers	(O) (M)	(O) (M)	(O) (M)	(O) (M)
Email Address				
Food Restriction	<input type="checkbox"/> No restriction <input type="checkbox"/> Vegetarian <input type="checkbox"/> Diabetic <input type="checkbox"/> Others, pls. specify: _____	<input type="checkbox"/> No restriction <input type="checkbox"/> Vegetarian <input type="checkbox"/> Diabetic <input type="checkbox"/> Others, pls. specify: _____	<input type="checkbox"/> No restriction <input type="checkbox"/> Vegetarian <input type="checkbox"/> Diabetic <input type="checkbox"/> Others, pls. specify: _____	<input type="checkbox"/> No restriction <input type="checkbox"/> Vegetarian <input type="checkbox"/> Diabetic <input type="checkbox"/> Others, pls. specify: _____

**BILLING DETAILS**

Company Name		Billing Contact Person	
Company TIN		Job Title	
Billing Address		Email Address	
VAT Exempt	<input type="checkbox"/> Yes <input type="checkbox"/> No <i>*If your company is VAT exempt, please send a copy of official document relating the tax exemption</i>	Contact Numbers	(O) (M)

**PAYMENT METHODS**

Cash       Cheque       Bank Transfer

For Cheque and Bank Transfers:

Account Name : CÔNG TY TNHH TƯ VẤN ƯU VIỆT QUỐC TẾ  
 Account Number : 007-1000-593050  
 Name of Bank : Ngân Hàng Thương Mại Cổ phần Ngoại Thương Việt Nam - Vietcombank  
 Branch Name : Ho Chi Minh Branch  
 Swift Code : BFTVNVX  
 Address of Bank : VBB Tower, 5 Me Linh Square, District 1, HCMC

I have read and understood the stated terms and conditions.

Name of Authorizing Person : \_\_\_\_\_ Date : \_\_\_\_\_

Designation / Department : \_\_\_\_\_ Signature : \_\_\_\_\_

**THIS FORM IS INVALID WITHOUT THE AUTHORIZING SIGNATURE.**

**Contact Information**

**For VAT Invoice:** Head office: No. 2, Hoa Phuong St, Ward 2, Phu Nhuan District, Ho Chi Minh City, Vietnam  
 Telephone Number : (028) 6263 3303 loc. 107  
 Mobile: : (+84) 901 43 23 13  
**For contact:** ECCI Room, 390 Hoang Van Thu St., Ward 4, Tan Binh Dist., Ho Chi Minh City, Vietnam  
 Fax Number : (028) 6292 3073  
 Email : [vn.training@eccinternational.com](mailto:vn.training@eccinternational.com)

**TERMS AND CONDITIONS**

**ECCI CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY:**

ECC International Corporation (ECCI) reserves the right to make any amendments in its program venue, scheduled dates, or to cancel the program due to unforeseen circumstances without any prior notice, but all measures will be taken to reach the participants. ECCI shall assume no liability whatsoever in the event that a program is cancelled, rescheduled or postponed due to fortuitous event, Act of God, unforeseen occurrence not limited to: war, fire, labor strike, extreme weather or other emergency conditions. Please note that while speaker and topic were confirmed at the time of publishing, circumstances beyond the control of the organizer may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, ECCI reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever.

Cancellation of program registration should be received in writing from the participant not less than eight (8) working days prior to the commencement of the program. The registered delegate is entitled to receive 100% credit to the next scheduled program or attend any ECCI programs with equivalent monetary value. The credit must be utilized within one (1) year from the date of its issuance. Cancellation requests made in less than eight (8) working days prior to the commencement of the program will not be eligible for credit and the paid amount is forfeited in favor of ECCI.

**PAYMENTS & DISCOUNTS**

All fees are subject to prevailing taxes. Any discount (Early Bird, Group & any other special promotions) offered by Apex Global can be availed if the payment is made within the promo period. Payments made after the scheduled training date will not be eligible for any discounts offered previously and will merit a 5% late payment surcharge.

**PRIVACY & DATA PROTECTION**

The participant hereby grants ECCI permission to take photographs and videos during the training or event they are participating in, with the understanding that these photographs, audio or video recordings may be edited, copied, exhibited, published or distributed through the internet for marketing purposes.

Personal Data is gathered in accordance with the E-commerce Act 2000. You may also receive updates and promotional event notifications from ECCI on other related trainings and events.

I have also read and accepted ECCI's terms and conditions.

I confirm that my organization is sponsoring me for the program indicated in this application form.

Participants Signature : \_\_\_\_\_ Date : \_\_\_\_\_

**\*TO BE FILLED BY AN ECCI REPRESENTATIVE**

Total Amount:

BDE: