



WORKSHOP SERIES

Driving Business Transformation Through Data Science

Workshop A: Data Science & Big Data Analytics

Workshop B: Marketing Analytics

Workshop C: Financial Analytics

Workshop D: People Analytics

12th - 16th March 2018

Connexion @ The Vertical, Bangsar South,
Kuala Lumpur

Next Big Tech Asia kicks off the year with a week-long Big Data Analytics workshop series leading up to the anchor event **Next Big Tech Asia '18 Conference & Exhibition** on the **2 & 3 October 2018**.

The exclusive workshop series is designed for organizations who are interested in improving their decision-making skills based on actual numbers and key metrics through analytics, clearing a path for growth and results.

The primary focus of this workshop series is to provide participants with a practical grounding in the methodologies and techniques of big data analytics from foundation to specialization.

To enable actionable and practical applications, this programme will have a mix of theory and hands-on sessions of analysing business models involving big data. Consequently participants will be able to harness big data to make more informed business decisions in complex markets and reshape their organization through various information platforms.

Your World Class Workshop Leaders



DR. TUHIN CHATTOPADHYAY

- Analytics and Insight Leader of the year by Kamikaze B2B Media - 2017
- Top 10 Data Scientist 2016 - Analytics India Magazine



VIVEK BHANOT

Business Intelligence Director
for a award winning Bank



ANH HOANG DUC

Top 13 Global Data Scientist
Public Leaderboard - Woman
Health Risk Assessment
Competition 2016 by Microsoft

- This Big Data analytics workshop series is non-technical and is open to C-Level, Managers, Executives, Data professionals that are just starting out or want to enhance their skills further.
- No programming background is necessary for this course.
- Note: Participants are required to bring their own laptop

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WORKSHOP OVERVIEW & OUTLINE

DAY 1 - Monday, 12th March 2018

The Evolution of Data Science: Data-Driven Decision Making

90% of the world's data has been created in just the past few years. It has become very crucial for business owners and senior executives to make their decision based on the data available. This session will explore the aspects of data-driven decision making.

Descriptive, Predictive & Prescriptive Analytics

The regional market and the Malaysian market space is so competitive and the challenges to do business and to succeed relies heavily on how we analyse our performance over time. In the past this used to be merely descriptive analytics which told us what happened and how, where, when, etc. However, other forms of analytics e.g. predictive and prescriptive tell us what will happen and what best can happen respectively.

In this session we will look at what is descriptive, predictive and prescriptive analytics and how we can apply it in our business. There will be case studies to be explored and exercise to be performed to during this session.

Business Analytics Lifecycle: Cross-Industry Standard Process for Data Mining (CRISP-M)

In this session we will look at how CRISP-DM methodology provides strong guidance for even the most advanced of today's data science activities.

Descriptive Analytics: Sales Performance Analytics (Simulation)

The final session of this workshop is a hands-on session on the application of descriptive analytics using sales performance measurement as an example.

DAY 2 - Tuesday, 13th March 2018

Big Data Characteristics: The 5V's of Big Data

In this session we will explore the 5V's of Big Data and how it impacts our business on a daily basis. The 5V's that will be discussed in this introductory session are:

- Volume refers to the vast amounts of data generated every second.
- Velocity refers to the speed at which new data is generated and the speed at which data moves around.
- Variety refers to the different types of data we can now use. In the past we focused on structured data that neatly fits into tables or relational databases, such as financial data (e.g. sales by product or region).
- Veracity refers to the messiness or trustworthiness of the data.
- Value: Then there is another V to take into account when looking at Big Data: Value! It is all well and good having access to big data but unless we can turn it into value it is useless.

Big Data Ecosystem: Distributed File System, Distributed Programming, NoSQL Database

The development and extensive use of highly distributed and scalable systems to process Big Data will be the focus of coverage for this session.

Predictive Analytics: Sales Driver Analysis (Simulation)

This hands-on session will explore how the use of automated modeling enables a salesperson to keep track of multiple metrics more effectively, although, it does not remove the need for his judgment. When coupled with good judgment, these insights can be a powerful tool in the hands of a sales manager.

Prescriptive Analytics: Marketing Budget Optimization (Simulation)

A hands-on session on how prescriptive analytics can be done using various models.

WORKSHOP OVERVIEW & OUTLINE

Marketing Analytics

Marketing analytics has become increasingly important in determining a company's spending and ROI. In today's world, marketing professional without any analytics knowledge will be irrelevant to an organization. This one-day specialized workshop will equip participants with the knowledge and skills necessary to immediately see practical benefits in the workplace as they learn about quantitative marketing approaches for all types of marketing campaigns.

Marketing Solutions: Marketing Mix Model, Market Basket Analysis, Churn Analytics

Marketing heads often struggle to quantify their marketing activity, yet increasingly, their CEOs expect it. Although it is relatively easy to quantify activity within individual channels, such as direct mail or television advertising, it is more difficult to attribute the impact of marketing activity across different channels. In this session, we'll introduce the concept of marketing mix model, market basket analysis and churn analytics.

Customer Analytics: Segmentation Targeting, Brand Equity & Positioning

This session is an introduction to the theory of customer analytics. It will cover the major methods of customer data collection used by companies and understand how this data can inform business decisions. The session will also describe the main tools used to predict customer behavior and identify the appropriate uses for each tool.

Marketing Mix Model: Predicting Sales based on marketing simulation

This is a hands-on session where participants will be involved in marketing simulation and make an informed decision based on the outcome of the simulation.

Sales Forecasting: Forecasting Sales Based on Past Sales (Simulation)

Any business for that matter will not exist if a sale is not closed. In this hands-on session will explore how past sales data can be used in forecasting future sales.

WORKSHOP OVERVIEW & OUTLINE

Financial Analytics

Finance department is no longer just a place to churn accurate financial statements and reports in this VUCA world of business. They need forward-looking, predictive insights that can help shape tomorrow's business strategy and improve day-to-day decision-making in real time. In short, they need financial analytics, which is what this workshop will emphasize on.

Credit Risk Analytics: Identifying creditworthy customers.

In this session the participants will be exposed to the various aspects of credit worthiness among others age, income, financial obligations, employment status, total debt owed, types of accounts, length of payment history and the ability to repay debt and how analytics can be applied on all these aspects. Case studies will be discussed on the importance of this analytics that can affect the bottom-line of a business.

Fraud Risk Analytics: Detecting Individual Fraud & Network Fraud Cases

This session on Fraud Risk Analytics will cover the elements of analysis that are used in today's fraud examinations, fraud investigations, and financial crime investigations. This valuable session reviews the types of analysis that should be considered prior to beginning an investigation and explains how to optimally use data mining techniques to detect fraud. The session will also discuss on how to use data mining (fraud analytic) techniques to detect fraud.

Credit Risk Analytics: Developing A Model To Calculate Probability of Loan Default (Simulation)

This is a hands-on session where participants will be working on credit risk analytics based on a customer probability of loan default.

Stock Price Forecasting (Simulation)

This is a simulation based exercise on stock price forecasting which will provide participants a feel of applying some of the techniques in financial analytics.

WORKSHOP OVERVIEW & OUTLINE

People Analytics

As the workplace and culture is getting very complex nowadays, a structured way of managing people at work place is the winning formula for a successful organization. The answer is a data-driven approach in managing this complexity and it is called People Analytics!

Gone were the days that decisions are based on personal relationships, experience and risk avoidance. It is time for decision to be made based on deep analysis of data. In this one day specialized workshop, the participants will explore the state-of-the-art techniques used to recruit and retain great people, and demonstrate how these techniques are used at cutting-edge companies. By the end of this course, you'll understand how and when hard data is used to make soft-skill decisions about hiring and talent development, so that you can position yourself as a strategic partner in your company's talent management decisions.

Recruitment Analytics: Maximising Your Hiring Efforts

Hiring is a process where you can't afford to make mistakes. This is where Recruitment Analytics comes to our rescue. In this session we will discuss about having a system for tracking, measuring, collating and analysing candidate and employee data to use it in making better hiring decisions.

Attrition Analytics: Developing A Model To Calculate Probability of An Employee Leaving

Imagine having a set of data in identifying the employees who are at the risk of leaving. In this session the workshop leader will discuss on developing the analytics model on attrition. Having this model in place will help managers to rapidly change work conditions and behavior to keep top people from leaving.

Recruitment Analytics: Developing A Model To Identify Good Potential Recruits (Simulation)

This is a hands-on session where participants will be working on developing a model to identify the talent pool to be hired potentially. It will help the HR Managers to have a steady flow of talent to ensure business success.

Manpower Forecasting: Predicting Future Manpower Needs for Your Business (Simulation)

This is a hands-on session on how business can forecast manpower for their upcoming projects or expansion. Participants will explore on the data available to do this forecast.

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DR. TUHIN CHATTOPADHYAY

- Analytics and Insight Leader of the year by Kamikaze B2B Media - 2017
- Top 10 Data Scientist 2016 - Analytics India Magazine

Dr. Tuhin Chattopadhyay is an eminent business analytics and data science thought leader among both the academic and corporate fraternity of analytics. He was awarded Analytics and Insight Leader of the Year in 2017 by Kamikaze B2B Media and was featured in India's Top 10 Data Scientists – 2016 by Analytics India Magazine. As an academician turned practitioner, Tuhin spent the first ten years of his career in teaching business statistics, research and analytics at a number of reputed B-Schools of India before joining the analytics industry. Currently, being a seasoned professional in the analytics industry, Tuhin works as Associate Director at The Nielsen Company and is responsible for providing full suite of advanced analytics consultancy services to meet the evolving needs of the industry.

Tuhin is a prolific researcher. He has authored research-based books and has more than thirty research publications in refereed journals and conference proceedings. He is the Editor-in-Chief of International Journal of Business Analytics and Intelligence and is the editorial board member of a number of leading journals. Despite being in the industry, he continues to play the academic role as visiting professor in IMT Ghaziabad and other reputed management institutes. Tuhin is Senior Member of IEEE Computational Intelligence Society besides being a distinguished member of Association for Computing Machinery SIGKDD (Special Interest Group on Knowledge Discovery and Data), Indian Statistical Institute (ISI) and Institute for Operations Research and the Management Sciences (INFORMS) Analytics Society and Artificial Intelligence Section.



VIVEK BHANOT

Business Intelligence Director from an award winning Bank

Vivek is currently serving as Business Intelligence Director in VPBank, Vietnam. As a widely recognized BI proponent in the bank, he is tasked with the responsibility of realizing CEO's long term vision of transforming VPBank into "information driven bank". Under his leadership, VPBank became an industry pioneer with two major firsts – implementing a comprehensive Data Governance mechanism and setting up a BI Competency Center (BICC). The Data Governance program of the bank garnered international recognition after receiving The Data Warehousing Institute's "Best Practices Award" in 2015. BICC, within a year of its establishment, was ranked no. 1 unit in the bank under "Excellence in Internal Customer Service" category and featured in the list of 10 highlights of the bank in 2014.

Serving on the bank's Board of Management, Vivek has been instrumental in putting BI into business executives' agenda. He was awarded a letter of appreciation from the Chairman of VPBank's Board of Directors for outstanding contribution to bank's success in 2014.

Including the current engagement, Vivek has now spent more than 7 years working in Vietnam, building and managing award winning teams engaged in – framing & implementing sound data management strategies and providing invaluable decision analytics to stakeholders.

A top rated speaker at globally acclaimed conferences, Vivek has vast experience in areas like Data Governance, Data Warehousing, Business Intelligence, Business Analytics, MIS & Reporting, CRM etc.



ANH HOANG DUC

Top 13 Global Data Scientist Public Leaderboard - Woman Health Risk Assessment Competition 2016 by Microsoft

Anh Hoang Duc is a data scientist from Hanoi, holding a master's degree in Quantitative Methods in Economics.

Anh studied in Warsaw School of Economics and lived in Poland for 6 years. During that time, he fell in love with data and realized its untapped potential. Since then, he has gained a solid background in both data analytics and economics.

Having worked as a data analyst for more than 4 years, both in Europe and Vietnam, Anh has varied experience analyzing data across sectors like e-commerce, retail, mobile & web, banking, etc. His work covers wide range of projects, including customer experience, cross-selling, sales forecast, churn analytics, cohort modeling, etc. He has a special inclination towards automating data analytics process by writing R packages, creating Shiny applications and building automated data analysis reports with Rmarkdown.

Currently, Anh is one of instructors listed by RStudio for professional training in data analytics, including data manipulation, data visualization and predictive modelling. Anh has also co-operated with DataCamp to create the first interactive course of data analysis written in Vietnamese. Furthermore, since last year he has taught more than 50 working data analysts from banking, e-commerce & market research areas to use R in their daily jobs.

Anh enjoys solving real complex problems and recently, he was in top 13 global data scientist public leaderboard of a competition named "Women Health Risk Assessment", organized by Microsoft in September 2016. With the motto "Think differently", Anh always provides the best services for his clients by thinking creatively, analyzing and solving problems from different perspectives while continuously improving his knowledge and skills.