

BUSINESS ANALYTICS

Profit Driven Using Data

Course Overview

Business analytics (BA) is the practice of iterative, methodical exploration of an organization's data, with an emphasis on statistical Analytic. Business analytics is used by companies committed to data-driven decision-making.

BA is used to gain insights that inform business decisions and can be used to automate and optimize business processes. Data-driven companies treat their data as a corporate asset and leverage it for a competitive advantage.

Successful business analytics depends on data quality, skilled analysts who understand the technologies and the business, and an organizational commitment to data-driven decision-making.

Meet the Expert

His key expertise are Lean Six Sigma and Lean Manufacturing for Manufacturing and Services, Innovation and creativity development, Cost Management and Financial Management, Computer simulation and modeling for manufacturing, logistics and finance, Leadership and Change Management development, Operational Management, Project Management instructor for PMI, etc. He had provided training and consulting for both manufacturing and service industries in Multinational Corporation in the Asian countries as well as in Europe and US.

He held bachelor degree in Industrial Technology from King Mongkut's Institute of Technology North Bangkok, and Master degree of Industrial Engineering as well as Finance & Banking from Chulalongkorn University.

Key Learning Points

The Business Analytics programme provides you with the tools you need to put data to work:

- how to set up experiments
- how to collect data
- how to learn from data and make decisions
- how to navigate the organisational, legal and ethical issues involved in data-based decision making.

The programme teaches widely-used frameworks of business analytics: biases, experimentation, descriptive analytics, prescriptive analytics and predictive analytics.



EVENT Enquiry & Registration

Hotline: 062 232 0405
Tel: 02 656 1518 (Autoline)



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