

19-20 SEPTEMBER 2019 *RENAISSANCE BANGKOK

BUSINESS ANALYTICS

COURSE OVERVIEW & COURSE BENEFITS

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.

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 to 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, predictive analytics.

COURSE LEADER

- ◆ With more than 25 years experiences in manufacturing and business, which are related in Lean Manufacturing and Six Sigma Black Belt (in 1999). He has certified as Six Sigma Master Black Belt in 2002.
- ◆ In past 20 years, he implemented and involved in almost thousands of operational improvement projects, innovation creations for large and small firms.
- ◆ He had also 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 from Chulalongkorn University. He also has many oversea training and studying with international consultant and university such as Motorola University, Essec Business School (France), BMG (USA), Kellogg Business School (USA) etc.



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