

Business Data Analytic

Trainer: Dr Teoh Teik Toe

Introduction

Analytics involves the art of data exploration, visualization, communication and the science of analyzing large quantities of data in order to discover meaningful patterns and useful insights to support decision-making. The primary objective of this course is to introduce students to various techniques available to extract useful insights from the large volumes of data. At the end of the course, students will not only see the substantial opportunities that exist in the business analytics realm, but also learn techniques that allow them to exploit these opportunities. This course focus on the use of open source R software, which is one of the key analytics software used in various industries and a critical skillset required in the job market for analytics and data science professionals.

Course objectives:

1. Identify aspects of business problems that could be fruitfully solved by predictive techniques.
2. Apply selected predictive techniques to solve the business problem.
3. Explain the results of the selected predictive techniques in the context of the business problem.
4. Evaluate the performance of the predictive techniques.
5. Propose business solutions based on the results of the predictive techniques

Duration:

2.5 hours x 6 sessions

Session 1 Fundamental Analytics Concepts, Data Exploration, Statistics Data Structures and Visualization

Session 2 Regression

Session 3 Decision Tree

Session 4 Clustering

Session 5 Text Mining

Session 6 Group presentation

Teaching Methodology

Zoom live teaching, video recording, live polling, case studies, watch video, do assignment, quiz



Dr Teoh Teik Toe is currently the Senior Lecturer in Nanyang Business School, NTU teaching AI subjects. He is also the Academic Director for NBS Master of Science in Business Analytics. He has more than 25 years of research experience including Big Data, Deep Learning, Cyber-security, Artificial Intelligence, Machine Learning and Software Development. He also has more than 15 years of teaching experience in AI, Data Science and Analytics, Statistic, Business, Finance, Accounting and Law.

He has obtained PhD in Computer Engineering from NTU, Doctor of Business Administration and MBA from University of Newcastle, Master of Law from NUS, LLB and LLM from UoL.

He is also the chartered holder of CFA, ACCA, CIMA, Chartered Accountant Singapore and Chartered Accountant Malaysia. In addition, he has been a listed company director since 2004 which has a market capital of more than RM 1 billion. He is also a member of Mensa.