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Topic: A Systematic Approach to Big Data Analytics – 2 days course

- Objectives
 - Stimulate ideas from participants and help them identify potential high-impact applications in their respective organizations
 - Answer the '*when, and how to start building BDA application*' question

Training contents:

- BDA overview
 - 3 elements: data source, advanced analytics & data presentation
 - Involves technological framework for enablement
 - Success cases from around the world
 - Modern Data Scientist skillsets
 - CRISP-DM
- The importance of advanced analytics vs. traditional BI
 - Huge amount of information captured in unstructured data – sentiments from social media is a good example
 - Predictive & prescriptive analytics, in addition of descriptive & diagnostics techniques
- Important considerations in building BDA applications
 - Business aspects.
 - Domain knowledge
 - Data understanding
 - Determine the measureable output (ROI)
 - Technical aspects
 - Key competency areas
 - ICT infrastructure
 - Big data technologies – Hadoop, advanced analytics, web/social-media mining



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- The recommended approach to start a BDA project
 - Identify business cases with tangible ROI
 - Prioritize by communicating with different departments
 - Feasibility study
 - Pilot projects
 - Build competency
 - Plan for future implementation/scaling
 - Raise example use cases

- Group activity – brainstorming and facilitating the development of ideas
 - Highly interactive session
 - 4 – 5 people in a group, identify potential business cases based on domain knowledge
 - Simulate a project team environment
 - Guide participants through the step-by-step process via templates:
 - What are the theoretical benefits of implementing such initiative for the organization?
 - How critical is the identified issue?
 - What will happen if problem not solved?
 - What are the available data?
 - Understanding the data on-hand
 - Is there a need to collect more data? How easy/difficult is that?
 - Potential ROI
 - Start small with pilot projects

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