SOFT TECH

DATA ANALYTICS FOR FINANCE PROFESSIONALS

11th - 12th September, 2024

9:00 AM - 3:00 PM

Dar es Salaam, Tanzania

400 USD Per Person, VAT Exclusive

About the Course

The **Data Analytics for Finance Professionals is a 2 day** training course delivered by Dr. Prashanth H Southekal and Harish R. Bhatt (profiles below). In today's rapidly evolving financial landscape, the ability to harness and interpret data has become a critical skill for finance professionals. Data analytics, the process of examining large and varied data sets to uncover hidden patterns, correlations, and insights, offers invaluable tools for making informed decisions and driving strategic outcomes. For finance professionals, mastering data analytics not only enhances their ability to forecast market trends and manage risk but also provides a competitive edge in an industry increasingly driven by data-driven strategies. By integrating data analytics into their skill set, finance professionals can unlock deeper insights into financial performance, optimize investment strategies, and ultimately contribute to more informed and effective decision-making processes

Call Us For Registration
+255 769 674 248

Email Us For Registration
marketing@stcl.com

"Transform Your Career with Cutting-Edge Data Analytics Training."

Pre-Requisites and Preparations

The 4 basic requirements to enroll for this course are:

1. Decent knowledge of Business and Finance
2. Basic knowledge MS Excel
3. High school level Mathematics
4. A laptop computer with MS Excel

Learning Objectives

Though the discipline of data and analytics has existed for many decades, the analytical models, data management, and software applications underpinning these analytics solutions have evolved significantly. The way data is collected and used in business means that enterprises are looking for **professionals who can understand, analyze, and use the data** for improved business performance.

This training has **3 key learning objectives.**

1. Understanding data analytics, business data and IT systems
2. Applying data analytics techniques, deriving insights, and communicating the insights derived to the business stakeholders.
3. Make good and quick decisions using the right decision science techniques.

Upon completion of the course, candidates will be **positioned** on the following core competencies.

1. Spot business **opportunities and use-cases** for data and analytics
2. Improve the **adoption of data and analytics solutions** in the organization by collaborating with Business, Finance, IT, and Data teams based on proven best practices.
3. Improve **technical competency and decision-making** using data based on trade-offs.

Who Should Take This Course?

This training is designed for **experienced** finance and business professionals and builds on one's technical and managerial competencies. Participants will learn real life examples on how data and analytics can be applied to various areas of finance and business. Overall, this training has a strong focus on the **application** of data and insights for **finance and business performance** and is specifically designed for:

- CFOs and Finance VPs
- Finance Directors, Heads of Finance, Senior Managers, and Managers
- FP&A Leads and Reporting Analysts
- Finance Transformation Leads
- Controllers, Consultants, and Analysts
- Anyone seeking to drive strategic impact of Data, Analytics, and AI in Finance

NOTE: This course is **NOT** designed for Under-grad Students or Entry level Programmer or aspiring Python Data Science Developer or a Talend ETL Data Engineer.

Dr. Prashanth Southekal

Harish R. Bhatt

Instructor’s Profiles

Dr. Prashanth Southekal is a Data and Analytics Consultant, Author, and Professor. He has consulted over 80 organizations including P&G, GE, Shell, Apple, FedEx, and SAP. Dr. Southekal is the author of three books — “Data for Business Performance”, “Analytics Best Practices” and “Data Quality”— and writes regularly on data, analytics, and machine learning in Forbes.

His second book, ANALYTICS BEST PRACTICES, was ranked the #1 analytics book of all time in May 2022 by BookAuthority. Apart from his consulting and advisory pursuits, he has trained over 3,500 professionals worldwide in Data and Analytics. Dr. Southekal is also an adjunct professor of data and analytics at IE Business School (Madrid, Spain), and CDO Magazine has included him among the top 75 global academic data leaders of 2022. He holds a Ph.D. from ESC Lille (FR), an MBA from Kellogg School of Management (US), and an ICD.D Designation from Rotman School of Management (CA). He lives between Calgary (CA), and Madrid (ES).

Harish R. Bhatt is a Chartered Engineer, Chartered Information Technology Professional and Fellow of The British Computer Society, with over 35 years’ experience of information systems work. He also holds various certifications in Data Analytics, Cybersecurity, Risk Management, Data Privacy and FinTech Strategy. Over the last 30 years, he has a track record of founding, growing, and managing successful ICT businesses operating in various African countries.
He has extensive technical expertise in Data Analytics, Cybersecurity, Conversational Artificial Intelligence, Banking Solutions, Payment Systems, eProcurement, FinTech and general Digital Transformation for government and commercial enterprises. Over the last 34 years he has carried out training on a range of subjects in areas of expertise for Boards, Top Management, Middle Management and Technical Teams.

He is the Managing Director of Soft-Tech Consultants Ltd and SatCom Networks Africa Ltd.

SESSION 1: INTRODUCTION TO DATA ANALYTICS

- Introduction to Data and Analytics
- Data Analytics Lifecycle
- Types of Data Analytics
- Building Blocks in Data Analytics
- Insights and its two types
- FAAR Framework
- 8 stages in the Measurement Continuum
- Summary and Quiz

SESSION 2: DATA AND SYSTEMS IN DATA ANALYTICS

- Business Data, Characteristics and Types
- IT Systems and types
- 12 Key Dimensions of Data Quality
- Data Engineering in Analytics
- Smart Data Acquisition for Analytics
- Types of Variables in Analytics
- Summary and Quiz

SESSION 3: DESCRIPTIVE ANALYTICS

- Measuring Business Performance with Exploratory Data Analytics
- Measures of Central Tendency and Variation
- Exploratory Data Analytics and Data Profiling
- Correlation – Pearson and Spearman
- Apriori Techniques
- Fundamentals of Inferential Data Analytics and Hypothesis Testing
- Inferential Data Analytics (T-Test, A/B Testing, & ANOVA)
- Summary and Quiz

SESSION 4: PREDICTIVE ANALYTICS

- Fundamentals of Predictive Analytics
- Regression Models – Simple Linear Regression and Multiple Linear Regression
- Fundamentals of AI (Artificial Intelligence) and ML (Machine Learning)
- Key characteristics of ML Models
- Supervised & Unsupervised ML Algorithms
- Summary and Quiz

SESSION 5: PRESCRIPTIVE ANALYTICS & DATA STORYTELLING

- Introduction to Prescriptive Analytics
- Prescriptive Analytics for Business Optimization
- Applying Prescriptive Analytics Techniques for Optimal Results
- Data Storytelling
- Data Visualization
- Summary and Quiz

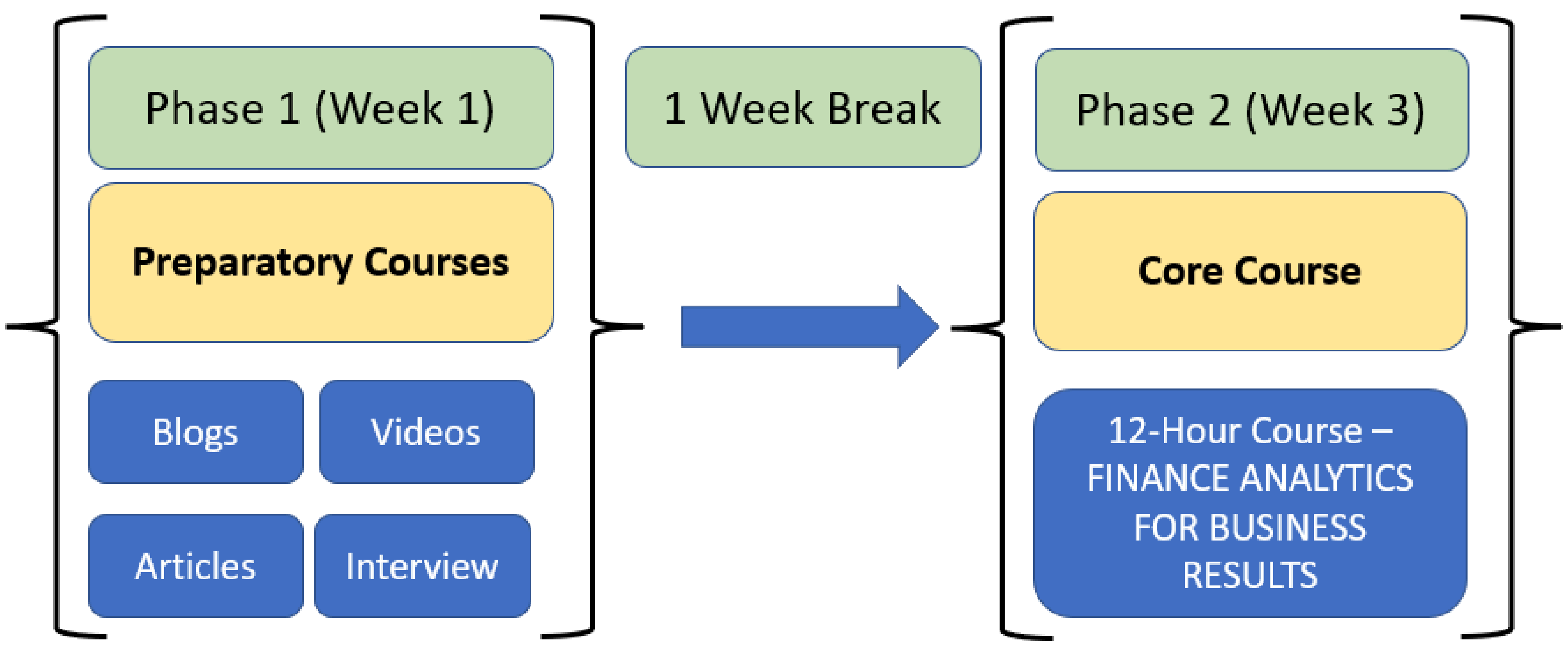
SESSION 6: DATA VISUALIZATION AND OTHER DATA ANALYTICS TOPICS

- Introduction to Decision Science
- Building Monetizable Data Products
- Data Governance
- Managing Data Analytics Projects
- Managing your careers with Data & Analytics
- Summary, Wrap-up, and Quiz

Training Methodology

This training uses field-tested data and analytics tools and techniques. The training material is constantly updated to match the latest trends and industry best practices, as Dr. Southekal trains over 50 professionals monthly. He has trained over 4000 business professionals from Japan to Canada/US. This training uses a variety of approaches, including live lessons, classroom discussions, quizzes, videos, group activities, pre-class readings, case studies, individual exercises, capstone projects, and guest speaker(s).

One week before the start of the two-day course, we will share a set of curated data, analytics, and AI content, including blogs, articles, research reports, videos, and interviews, to help participants prepare for the 12-hour in-person classroom course.



Post-training, we will be available for any short discussion with the students via email, LinkedIn, phone, or video conferencing tools.