

## Course Proposition and Executive Summary

The rise of the big data analytics has fueled the need to make better use of this plethora and immense amount of data to drive decision making. All around the World, modern cities like the United States, Japan and Shanghai have endeavored to enhance the experience of living, working and playing in their home ground. Singapore is no exception. The Smart Nation Program, set up by the Prime Minister's Office, is an initiative realized in 2014 to adopt the use of technology to make the lives of people and businesses better in Singapore. Public sector aside, the likes of banks, engineering firms, manufacturing companies, agricultural set-ups and many others from the private sector are also gaining grounds competitively through the adoption and use of big data analytics.

In this course, we aimed to equip participants with the knowledge and concepts of big data analytics, what has been achieved by those riding this wave of big data, and how these can be adopted and applied in the various industrial verticals.

### Who is this course for?

This course is specially designed for participants who are new to the space of big data analytics and its applications in the public and private sector. This workshop aims to equip participants with the relevant knowledge and appreciation of big data, where multiple case studies and used-case scenarios in this course will further enhanced understanding and learning for the participants.

Participants with no relevant training will find this course useful and enriching, while those who with some training or work experience find this course offering fresh insights.

### Course Content

- Introduction
  - What is big data and why should we be concerned
  - The multiple facets of big data
  - Big data: How ready are we to ride this wave
- The Big Data Revolution
  - The internet of things (IoT)
  - The big data opportunity and how to take advantage of it
  - The role and adoption of big data analytics in the public service and private sector
  - The future of big data analytics
- Applications of Big Data
  - A methodology for applying big data analytics
  - Pattern recognition and detection using big data
  - Prediction and forecasting using big data
- Case Studies
  - Smart Nation and what it entails for the 21<sup>st</sup> century governance
  - Transforming Citizenry engagement with big data analytics
  - Applications of big data analytics in the private sector
  - Data visualization: Making predictions and forecasts

### Course Objectives

At the end of this course, participants will be able to:

1. Describe the concept of big data applied in the setting of a smart nation in governance and the private sector across various industrial verticals,
2. Explain what is the Internet of Things (IoT),
3. Explain and summarise a methodology for applying big data analytics,
4. Explain prediction, forecasting, pattern recognition used in the setting of big data,
5. Give examples of how the big data analytics can be applied.

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### **Pre-requisite**

There are no course pre-requisite for this introductory course aimed at providing participants with an appreciation of big data analytics applied in the public and private sector.

### **Mode of Assessment**

There is no assessment for this appreciation course.

### **Price Schedule**

\$750/pax

### **Profile of Trainer**

Mr. Ng Jinsheng joined IBM SPSS in 2008 as an Executive in Training and Consulting after his graduation from the National University of Singapore (NUS) with a Degree in Statistics and Applied Probability. During his stay in IBM SPSS, he has trained hundreds of participants from the public service and private sector in statistical and data mining concepts, tools and applications in solving business problems. He has also led consulting projects and worked with C-level executives in addressing pressing business issues during which he received numerous praises and testimonies. During his working with IBM SPSS, Mr. Ng Jinsheng also completed his Masters of Science in Knowledge Management [M.Sc(KM)] from the Nanyang Technological University (NTU) and graduated one of the top in his cohort with a Dean's List award in academic excellence. He later joined SAS Institute as an Education Specialist in the Training department, and thereafter as a Senior Associate in professional Consulting services.

An academic paper he has co-authored was nominated for the Best Paper Award in the 20th International Conference on Computers in Education (2012). He is currently a founding member of AnaVantage Management Consultancy LLP, and lectures and trains at Tertiary Institutions in Singapore in the area of business statistics, data mining and analytics, and develops analytics courses for undergraduate programmes in Singapore. He is also an IBM Business Analytics Certified Specialist in IBM SPSS Modeler (Professional) and IBM SPSS Statistics, as well as SAS Certified Predictive Modeler using SAS Enterprise Miner and SAS Certified Business Analyst using SAS 9: Regression and Modeling.

Professionally as a Trainer, Jinsheng possessed an Advanced Certificate in Training and Assessment (ACTA) conferred by the Workforce Development Agency of Singapore (WDA) and a proud recipient of the prestigious "Excellence in Teaching" Award (EIT) conferred by the Singapore Polytechnic (SP) during the Annual Excellence in Teaching and Training Convention 2015. He is also conferred the title of an *Associate Adult Educator* by the Institute of Adult Learning (IAL) in 2016, an Adult Educators' Professionalisation recognition which awards pedagogical and professional excellence.