

DATA SCIENCE FOR BUSINESS PROFESSIONALS



22 AUGUST 2024 | 9.00 AM - 5.00PM

8 CPD HOURS



Course Overview:

Data Science for Business Professional offers business professionals with the necessary knowledge to help make decisions and drive organisational data strategies by understanding data fundamentals, implementation tactics, and potential effects of data-driven solutions.

Target Audience

This course is primarily designed for managers, business leaders, and other decision makers who are interested in growing the business by leveraging the power of Data Science. Other individuals who wish to explore basic Data Science concepts are also candidates for this course.

JESU AROCKIA XAVIER

Jesu Arockia Xavier, an Indian national, possesses a Bachelor's degree in Computer Science from New Delhi, India. With over 12 years of comprehensive experience in IT infrastructure, management, training, and consultancy, Xavier has established himself as an accomplished professional. Specializing in various SAP, Microsoft, and DevOps technologies, he has successfully trained more than 800 professionals and fresh graduates within a span of four years. His expertise spans across key subject areas such as Big Data, Data Engineering, Data Warehouse, Machine Learning, Artificial Intelligence, Azure Cloud, Business Intelligence Development & Reporting, Programming & Development, and DevOps practices.

Course Outlines

Module 1 : Understand Data Science Fundamentals

Topic A : Define data science terms and concepts
Topic B : Describe the data science lifecycle.

Module 2 : Identify Business Uses for Data Science

Topic A : Improve customer experience (CX).
Topic B : Improve marketing efforts.
Topic C : Optimise organisational and transactional security
Topic D : Enhance operational practices.

Module 3 : Implement Business Requirements for Data Science

Topic A : Develop a data-centric organisation
Topic B : Develop an implementation strategy.

Module 4 : Identify Data Science Risks

Topic A : Describe the impact of data science on business.
Topic B : Identify governance measures



WEBINAR FEE

Category	Normal Fee per person (RM)
MAICSA Member/ Affiliate/Graduate/Student	756
Non member	906

Fee includes course materials in digital form and e-certificate.

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- (iii) The Sponsoring staff must be MAICSA active member
- (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

ENQUIRIES:

Email: training@maicsa.org.my

Tel: **03-2282 9276**

Attention: Pn Ruzlina

- Fee is payable to **MAICSA**

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Swift Code: RHBBMYKL

Note: Bank charges for telegraphic transfer will be borne by the client.

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- **NO Letter of undertaking is accepted.**

Upon successfully registration, you are deemed to have read and accepted the terms and conditions.

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WEBINAR ACCESS LINK

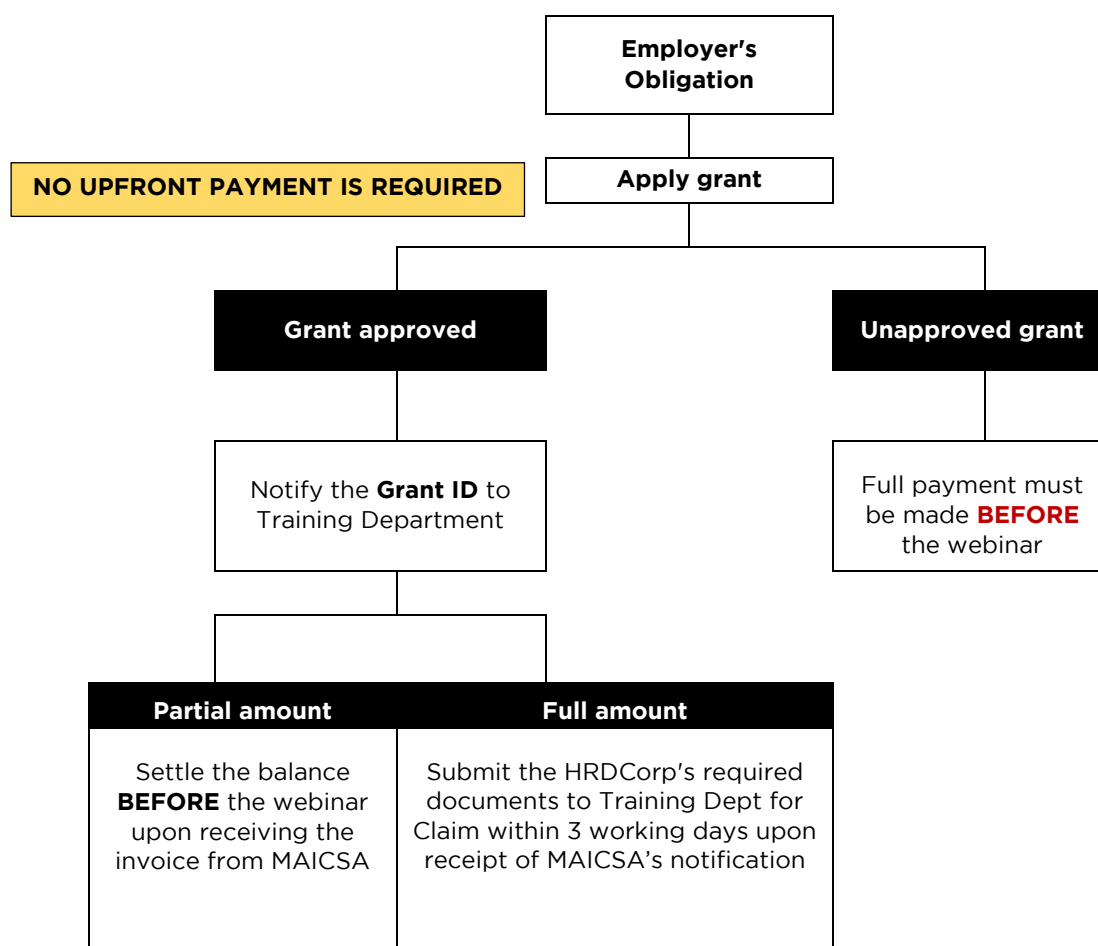
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 - Submit the feedback form within 3 days after the completion of the webinar
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