



Data analytics for effective decision making

Unlock the insights on business data

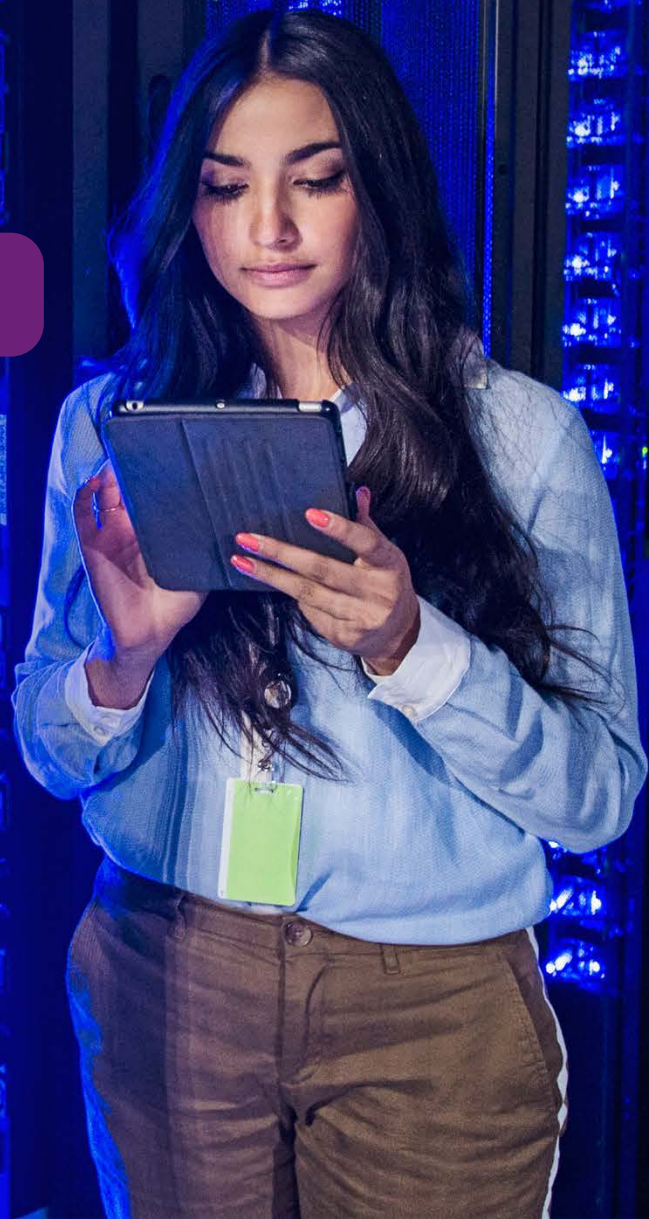


Business process

9-10 February 2020

Dubai, UAE

KPMG Business Academy





Key learning benefits:



Analyze data using statistical models and advanced techniques



Establish relationships between an organization's business processes and its risks through analytics



Understand how data analytics can be used to secure competitive advantage



Course overview

This two day course helps you use predictive and prescriptive data analytics for effective decision making for managing risks and identifying cost saving opportunities. During the practical parts of the course, you will work on case studies from various industries and practically apply the skills learned.



Course prerequisites

The course entails extensive use of MS Excel, so you must have a good working knowledge of MS Excel and spreadsheets to benefit to the full extent from this course.



Software requirement

Kindly bring your laptop with the version of Microsoft Excel you use on a day-to-day basis. It is important for participants to have provisions to install analytics software in their laptops when required. Hence participants requested to arrange to allow the same as certain software's require to have admin rights to use.



Who should attend

This course is designed for business professional dealing with large volumes of data, and intending to benefit from data driven decision making. It is also useful for professions consisting of but not limited to financial analyst, business analyst, planning analyst, financial controllers, contracts and procurement managers, planning managers, cost controllers, auditors, risk officers and data analysts, especially in banking, energy, logistics, media, construction, hospitality and manufacturing industries.



Meet your course leader



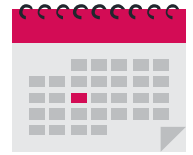
Sudharshana Balasubramanian

Director | IARCS
KPMG in the Lower Gulf

A director with KPMG, Sudharshana has over 15 years of risk consulting experience, primarily with large and medium energy companies in India, the UAE, Europe and the Asian sub-continent.

A trusted advisor to leadership teams, he has implemented Enterprise Risk Management (ERM), corporate governance frameworks, balanced scorecards and strategy maps (Harvard case study) for companies, establishing a meaningful correlation between strategy, objectives and risks.

Sudharshana has implemented robust predictive risk analytics focused on early warning systems, m-score financial statement analytics and fraud analytics using regression techniques



Day one

Introduction of data analytics, its uses in the real business world

- Types of analytics and its business uses
- Three essential components for an effective analytics
- Analyzing latest trends

Success stories of companies and unleashing the potential from data insights

- Data is the next oil
- Research publications on success stories from Ivy League Business Schools
- Video illustrations on analytics sophistications

Introduction to predictive analytics

- Types of predictive analytics
- Rule books, guidelines and assumptions
- Use cases in the business world

Practical case studies: (require MS Excel with some Add-ins)

- Manufacturing
- Banking
- Energy
- Entertainment-media

Day two

Recap of the concepts learnt and short assessment of predictive analytics

- Test your understanding

Using analytics to detect reporting manipulations in KPI, financial statements and balanced score cards

- **Case study:** Detect manipulations using *M score: Probit Regression Models*

Introduction to prescriptive analytics

- Types of prescriptive analytics
- Success stories and cost savings enabled

Practical case studies

- Cost savings – product mix
- Optimal collection centers (banking)
- Minimizing logistics cost
- Optimal financial allocation

Short assessment on the topics learnt on prescriptive analytics

- Test your understanding

Data analytics for effective decision making

9-10 February 2020

8:30am-4:30pm
Dubai, UAE

Early bird (before 9 Jan 2020)	Participant fee*
US\$1,695	US\$1,895

* Please note that the fee quoted is exclusive of VAT and the fees for the course shall be increased by the quantum of VAT, as applicable under the law.

All registrations are subject to our terms and conditions which are available at <http://kpmgbusinessacademy.kpmguae.com/TermsandConditions.aspx>. By submitting your registration you agree to be bound by the terms and conditions in full.



Please bring a laptop with provisions to install analytics software and should have the administrative rights to use certain software's.



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Three ways to register:



| [Register](#)



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Certificate

Participants who attend all sessions will be awarded a KPMG certificate of attendance.

Payment

To reserve a seat at our courses, please complete a registration form and pay the full fees before the due date. All registrations are subject to acceptance by KPMG and will be confirmed with you in writing.

Cancellation

If, having registered and paid for a place, you are unable to attend the course, a substitute delegate is welcome to attend in your place. Fees canceled seven days or less before the course begins are payable in full.

KPMG reserves the right to cancel this course, change its date or alter the venue, speakers or topics.

Customized training solutions

To create a more tailored learning experience, you may want to run this course in-house. Please contact Saravanan Selvan to discuss further:

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