

FutureSkills for Non-Tech: Business Intelligence & Analytics



Course Fee: \$4,800 (May apply up to \$3,200 subsidy)

*Maximum saving, with the final grant subjects to approval.

A customised workshop to enable **non-technical executives** to understand simple numeric and data analysis.

Through the use of **simple data analytics tools (e.g. excel, R)**, any non-technical executive can be able to generate insights for improving business results.

Programme code	10011448-01
Date and time	27 – 28 May 2021 (Thu & Fri) 9:30 - 17:00 [Total: 12 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$4,800/ HK\$4,320* *Group discount for 2 or more/ Membership discount

Learning Outcomes

By taking this course, you will be able to

- Create dashboard and visualization by using Business Intelligence tools
- Use simple Excel VBA script for numeric data cleansing and calculation
- Use simple R data science scripts for more complicated data analysis tasks
- Understand the essential overview and terminology in using and deploying AI and Machine Learning

Trainer's Profile

Alan LEE has held senior management role in technology group, overseeing the corporate strategy, product development and production management for more than 14 years. With strong IT background, he possesses practical project experience on sophisticated analytics and large-scale global technology project management.

Mr LEE also has rich training experience in the design and delivery of digital transformation training including AI, Big Data, Blockchain, etc.

Course Content

Day 1 (6 hours)

1. Introduction to Artificial Intelligence

- A. Emerging Trends in AI and Big Data
- B. Trends and History
- C. Predictive Analytics in Smart City
- D. Applications in Business Analytics
- E. Applications in Document Image Analytics

2. Applications of Deep Learning

- A. Applications in commercial sectors
- B. Applications in Government

3. Basic Excels VBA Scripts for Analysis (on Commercial Data)

- A. Common Numeric Functions in Excels
- B. User-Defined Data Processing in VBA Scripts
- C. Writing a simple Macro Functions

4. Data visualization in BI

- A. Introduction to Business Intelligence
- B. Creating a simple Dashboard in BI
- C. Import Data into BI
- D. Showing Charts in BI

Day 2 (6 hours)

5. Basic R Scripts for Analysis (on Commercial Data)

- A. Installation for R
- B. Basic Numeric Data Import from Files
- C. Basic Numeric Data Export to Files
- D. Data Tables Manipulation
- E. Data Rows Slicing and Merging
- F. Data Column Replacing

6. Simple Analytic Trend Prediction using AI function in R

- A. Basic Machine Learning Concepts
- B. Simple Trend Prediction with Regression in R
- C. More Trend Prediction Data Handling

7. Put Everything Together: Business Intelligence + R Analytics

- A. Display Visualization from R or AI functions
- B. Examples and Exercises

8. Case Studies in Commercial Cases with BI & Analytics

- A. Project Considerations, Concern and Security
- B. Applications in more commercial cases
- C. Tips on Deployment of BI and Analytics

RTTP Application

Companies should submit their RTTP training grant application for their employee(s) via <https://rttp.vtc.edu.hk/rttp/login> at least two weeks before course commencement.

Alternatively, **application form** could be submitted by email to rttp@vtc.edu.hk along with supporting documents.

Award of Certificate

A Certificate of Attendance will be awarded to participants who have attended 75% or above of the course.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Angel LEE)**. Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.

Office hours: Monday to Friday 09: 00-21: 00 |
Saturday 09: 00-17: 00



<http://u.hkpc.org/acS>

