

# BUSINESS ANALYTICS

## Overview

Data and analytics are the business buzzwords these days. We hear about how data and analytics are helping organizations operate and compete better. As a result, organizations are constantly looking for individuals with analytics skills. But what exactly is analytics and what are the various forms it takes? Moreover, what are the different kinds of data an organization can analyze, and where does it come from?

To help you become more “data literate” in preparation for this analytics specialty track and beyond, this course will be an introductory to intermediate level tour of analytics concepts, from the terminology you’ll frequently hear, to the types of analytic techniques.

## Learning Outcomes

- o Understand what data is and the different kinds of data available to an organization
  - o Appreciate how data is stored and managed
  - o Differentiate between the various analytic outputs that can be produced depending on business needs and the consumers of the data
- o Learn the basic analytic techniques that can be applied to data
- o Analyze real world cases on the applications of data in specific business functions

**NOVEMBER 18 - DECEMBER 11, 2019**  
**EVERY MONDAYS AND WEDNESDAY**  
**6:30 PM TO 8:30 PM**

**Investment: PKR 15,000**  
**(exclusive of 5% tax)**

**(inclusive certificate & business networking)**

## KEY FEATURES:

- o Data Exploration
- o Cluster Analysis
- o Using Historical Data
- o Model Uncertainties
- o Benchmark Analysis

## BENEFITS:

- o Nurture analytical skills
- o Making the numbers meaningful
- o Learn various interpretative aspects through relativity



## Trainer Profile

Mohsin Adhi is a Board member and Partner at Alfa Adhi Securities (Pvt) Ltd. (TREC Member KSE and member Pakistan Mercantile Exchange PMEX) and Casta Oils. He is also the Chief Strategist at Live Long (Pvt) Ltd. Mohsin Adhi has completed his MSc (Finance & Financial Law) from University of London.

He is also serving treasurer at Pakistan Institute of International Law (PIIL) and has also been a part of Karachi Stock Exchange (KSE) product development committee where conceptualization of products like Stock Index Futures (SIFC) and Cash Settled Futures (CSF) has been perceived.

Mohsin is working with Center for Executive Education that includes training on Financial Management, Financial Analysis, Accounting, Financial Law, etc. He has also recently trained Thari Trainee Engineers on finance for a project by Sindh Engro Coal Mining Company.



**For Registrations**

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