

*Make your
data speak for
you...*

EASY DATA ANALYSIS TECHNIQUES FOR CORPORATES

October 26-November 9, 2019 every Saturday |
10 am to 1 pm | @IBA City Campus

Investment:
PKR 12,000 /-
(exclusive of 5% SST)
(Fee includes certificate &
business networking)

Contact Us

Tel: 021-38104701 | (Ext. 1801, 1811, 1813, & 1541)
Email: besdp@iba.edu.pk | <http://sdp.iba.edu.pk/>
<https://www.facebook.com/IBASkillDevelopmentProgram/>



Overview

It is observed that many individuals who are doing their jobs in various sectors in Pakistan aren't aware of simple statistical techniques through which they can make more powerful presentations to impress their CEOs. Majority of Senior and Mid-Career management officials looks forward for some Executive degree programs to minimize this shortcoming. This era is of Skill Development where individuals having short courses from reputable Universities are now considered more desirable and suitable candidate for the corporate world. For this purpose, we have designed a short course of Data Analysis through MS EXCEL and SPSS which benefits employees of all ages to show their presentation skills in far more effective ways.

Sessions:

Session-I: Overview, Critical Thinking and exercises to improve it. Introduction to Statistics, Interpretation of Graphs, Mathematical Functions and Statistical Models, Simple Linear Regression, Multiple Linear and Non Linear Regression Models (MSEXCEL Handson). Model Building approach (Business Cases)

Session-II: Data, Types of Data, Data Sources, Google Forms, Statistical Measures (uses and interpretations), Biometric Analysis, Exploratory Data Analysis by Sir John Wilder Tukey. Cases of EDA. Normal Distribution (uses and cases), drafting a business report using Normal Distribution.

Session-III: Introduction to Hypothesis Testing, Types of Hypothesis, Responses and Tests, Finding Significance, decision making using p-value approach. Hands on exercises using MSEXCEL and SPSS.

Trainer:

Mr. Yaseen Ahmed Meenai is a PhD Scholar, he did his MS. (Statistics) from University of Karachi. He is the recipient of the BEST UNIVERSITY TEACHER AWARD by HEC Govt. of Pakistan and has also received the BEST RESEARCH PAPER AWARD in IMSCI-2010, Orlando, FL-USA. He is associated with IBA since 2004, before his joining in IBA; he served in the Department of Statistics, University of Karachi for six years. His total University teaching experience is 20 years author of number of national and international publications. Beside his University teachings, he has served as a resource person in several successful workshops on RM, Brain and Motivational Trainings within and outside IBA. He is also the 4th generation of great Hindustani Poet Hazrat Ameer Meenai so he also has a good sense of poetry with relevance of areas of his teachings. His unique style of teaching makes him distinctive from other resource persons and people say his lectures are always unforgettable