

Managerial Data to Intelligence (MD2I)

Course Highlight

To understand the structure and future of D2I and able to utilize the BIG DATA including being able to interpret information and able to drive strategic actions from the BIG DATA that aligned with the company's vision and strategy. Participants should be able to do Data Interpretations and Pattern Recognitions and thus lead to Data Intelligence design.

Learning Objectives

- To be able to understand the impact of BIG DATA and its application nowadays
- To learn how to build data-driven organization
- To learn the use of intelligence from D2I process

Content

Session 1: BIG DATA in BIG WORLD

- The new world with Big Data
- Disruptive Innovation: Disrupt or Be Disrupted?
- Digital Transformation
- The effect of Big Data for industry

Session 2: Data In Organization

- Data-Driven organization
- Create data as an organization strategic asset
- Data Visualization, Data Analytics
- People in Data world
- Issues/Challenges/ Risks with data

Session 3: Problem Definition

Define key question, context, stakeholders, Boundary, timeframe and alignment with company's strategy

Session 4: Problem Decomposition

Break the big problem to manageable level with Issue Tree and MECE Principal

Session 5: Data Collection

Key data, source of data and validation, Market Research approach

Session 6: Data Analysis and Synthesis

Analysis with various types of graphs, Excel Pivot Table, Power BI, Python, Synthesis information to find the answer

Session 7: Communicate Findings

Logical and convincing storyline, Pyramid Storyline for management, Presentation technique

Duration: 2 days (9:00-16:00)

Workshop with case study in classroom style

Participants: Max 20 per class

Suitable for those who are advance learner and have to make decision with data (Executives, Managements, Manager and Operation level)