Business Analytics


Program Overview
The Business Analytics program equips you with practical quantitative tools to transform data into insights to make better business decisions. Instead of focusing on technologies, it highlights the analytical methods and techniques to make sense of common business questions and challenges – from knowing what is happening with the business (Descriptive Analytics), why it is happening (Diagnostic Analytics), what will happen next (Predictive Analytics), to what should be done about it (Prescriptive Analytics). Participants will go through a process that will reframe their business concerns as a data question, apply analytical tools and communicate the insights for management decision making. The program hones their understanding of key analytics concepts by applying them to real business problems. It hopes to build a data-driven managerial culture that can create competitive advantages from business analytics.

Program Modules
Descriptive/Diagnostic/Predictive/Prescriptive Analytics

Program Topics
Sampling and Estimation, Hypothesis Testing, Correlations and Causation, Linear Regression, Multiple Regression, Optimization, Confusion Matrix & ROC Curves

Program Objectives
- Define and calculate descriptive statistics
- Calculate sample statistics
- Apply properties of the normal distribution
- Assess impact of changes on population
- Estimate differences between populations; Analyze relationships between variables
- Identify the best fit line; Interpret model equation
- Estimate the predictive power of variables
- Identify trends and do forecast
- Compare and contrast different models; Synthesize their data to insight journey; communicate insights extracted from data

Program Benefits
- Be able to suggest ways to capture relevant data given the context of operating times, seasons, purchasing patterns, consumer outlook, etc.
- Classify data sets and generate reports and visualizations on existing data.
- Be able to solve and interpret correlations, simple regressions and multiple regressions to determine the extent of effect of certain input variables to outcomes.
- Ability to forecast correctly taking into consideration the forecast horizon, management level and company structure.
- Expand the manager's available mathematical toolkit for doing predictions and managing growth trajectories and forecasts.
- Create business scenario models, incorporating relevant business variables with the purpose of finding the optimal answers to business problems. Creation of sensitivity analysis that enable management to compare different scenarios for the best possible decision. This will result in better company competitive advantage.
- Have an outlook on the trends in data science, emerging technologies and existing technologies available to firms. This is to be able to harness and prepare for a more data intensive work environment.

Who Should Attend
Business Analytics is designed for middle to top Management with different disciplines in but not limited to Marketing, Finance, General Management, Human Resource, Accounting and Operations. The program is also for prospective participants with IT and data-handling roles who want to have a keen understanding and appreciation of Analytics for Business.

Faculty Profile
Prof. Matthew George O. Escobido is part of the Adjunct Faculty of the Institute. He was Program Director to the Institute’s Department of Science and Technology-Leaders in Innovation Fellowship programs and the Master of Science in Innovation and Business.

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