

# Business Intelligence and Analytics Foundation

2 Days



There is no denying that the rapid advancements in technology and the global economy has created a competitive business market, and those who cannot keep up will either be swallowed up or broken down. Thus, you must understand what is going on in your customers' heads, who your next best customers will be, and how to service them most effectively. Business Intelligence & Analytics is the key to do that as it helps you

Our 2-day foundation course in Business Intelligence and Analytics has been made to address the industry's rising problem: transforming massive amounts of data into useful insights, making informed judgments, choosing measured actions, and implementing proficient business progressions. Moreover, this course will help you to monitor business trends & detect significant events in order to optimize processes & increase operational efficiency, something that is needed in today's standards.

## Key Highlights



16 Hours of Intensive Live Virtual Training



Guaranteed to be taught by an Industry Expert



Assessments and Learning Checks



Immersive Learning through Hands-On Exercises



Case Study-Based Course delivery for better retention

## Learning Objective

By the end of this program, you will be able to:



Explain the key concepts of Business Intelligence and Analytics



Describe the Data Analytics Lifecycle and be able to reconstruct the organization's processes based on it



Use and apply the most common tools and techniques in Business Intelligence and Analytics



Assess the optimal Business Intelligence Solution for the organization and corporate data

## Program Benefits



Improved Operational Efficiency



Understand your Customer better, leading to increased performance and revenue



Increased accuracy & faster reporting, analysis and planning



Increased Business Analytical support backbone to arrive at a sound decision












## Target Audience

-  Business & Systems Analysts
-  Business Intelligence Professionals
-  IT Professionals
-  Data Analysts, Managers & Scientists, Systems Modelers, Architects
-  Database Administrators
-  Professionals who are involved in working with lots of data in order to analyze trends and systems

## Prerequisites

-  Working knowledge on Data Handling and Management
-  Experience in Data Warehousing (Not mandatory)
-  Computer / Laptop with Microphone & Camera with installed Excel, R, Tableau, Minitab or Spotfire (free trial)
-  Good Internet
-  Access to Google Forms / MS Forms





## Curriculum

### Module 1: Concepts & Foundations of BI & A

- Definition and Distinction: Intelligence, Analytics, BI, BA
- DIKW Continuum, Information Theory
- Prerequisites for BI
- Balanced Scorecards, Logical Frameworks, KPIs, Metrics
- Statistical Methods Review
- Modeling

### Module 2: Service & Analytics Lifecycles

- The Business Analytics Lifecycle
- Cross-industry standard process for data mining, CRISP-DM
- Analytics Lifecycle and a Closed Loop Decision Making Process
- Building & Sustaining an Analysis Culture - Analytics Service Delivery Lifecycle
- Four Dimensions of an Effective Analytics Culture

### Module 3: Management Tools & Techniques

- Effective Analysis
- Big Data
- Management Tools & Techniques Solutions
- Business Intelligence Overview
- Data Warehousing
- Data Management
- BI Architecture
- Software for BI&A

### Module 4: Case Study - Applications of BI&A

- Philippine and Global Examples
- 4.0 case study: Applications of BI & A

### Module 5: Business Analytics and Financial Outcomes

- Valuable Insights
- Case Study: Service Transition Global Fortune 500 Tech Company
- Case Study: Global Fortune 500 FMCG Company

### Module 6: Case Study - Exercise

- Presenting to C-levels/ senior management
- Takeaways and next steps
- Case Study: Real Direct and the CEO Dashboard

### Recap and Summary - Way Forward







## Training Takeaways



Course Manual



Quick Reference Guide



Certificate



Case Studies





## Clients



Globe



ZUELLIG PHARMA  
ASIA PACIFIC



Metrobank

## Testimonials

"Very satisfied with the lecturer, he's nice and well-versed with the topics. People from APEX Global are nice too. From the time I emailed to inquire, they assisted me well."

- Grievance Analyst, Convey Health Solutions

"Thank you to the trainer for sharing his expertise. I appreciate the techniques shared during the discussion."

- Analyst Partner Relations, Western Union

"Great presentation and interactive tutorial especially with having quizzes"

- Unilab, SAP IM/WM LEAD







## About Us

*APEX Global is the learning solutions arm of ECCI — the leading process improvement solutions provider in Southeast Asia.*

Our sole aim is to promote performance excellence among professionals. We help our customers achieve greater success through effective, experiential and results-oriented training delivery. Our professional development solutions cover Trainings and Conferences, Managed Services and Learning on Demand. We organize public trainings and in-house workshops tailored for specific organizations. We help companies manage their non-core yet critical training function through end-to-end training management - starting from planning and needs analysis to program evaluation and records management. The Learning on Demand products we offer provide convenient and innovative ways for learning.

Applying the experience of training over 100,000 professionals in the last decade, a strong pool of expert trainers and facilitators with expertise in a niche array of domains and a strong regional presence, we provide an extensive portfolio of high-quality industry specific and functional programs coupled with high quality training materials to deliver our ultimate “promise”—the R.E.A.L. learning experience.

## The APEX Global Experience



### Setting

- › Connect, Collaborate & Learn
- › Boutique experience with thoughtful hosts
- › Instant attention/escalation response

### Trainer

- › Trusted learning partner
- › Driven by a sense of responsibility
- › Subject & Systems expert
- › Backed by Apex Global's TQA\*

### Approach

- › Immersive for better retention
- › Experiential knowledge sharing
- › 1-on-1 mentoring\*\*

### Materials

- › Comprehensive & time-tested compilation
- › Assessments, case studies, activities & more
- › Curated by Industry Experts



## REGISTRATION FORM (September 26-27, 2022) | Online

### REGULAR

**PHP 25,000.00**

+ 12% VAT

### GROUP OF 4 OR MORE

Rate per person

**PHP 23,547.00**

+ 12% VAT

### EARLY BIRD OR PERSONAL SPONSORSHIP

Registration received on or before September 12, 2022

**PHP 24,315.00**

+ 12% VAT

#### Participant 1

Last name	First name
Job title	
Mobile phone number	
Email address	

#### Participant 2

Last name	First name
Job title	
Mobile phone number	
Email address	

#### Participant 3

Last name	First name
Job title	
Mobile phone number	
Email address	

#### Participant 4

Last name	First name
Job title	
Mobile phone number	
Email address	

### TERMS AND CONDITIONS

1. ECCI International (ECCI) reserves the right to make any amendments in its program venue, scheduled dates, or to cancel the program due to unforeseen circumstances without any prior notice, but all measures will be taken to reach the participants.
2. ECCI assumes no liability whatsoever in the event that a program is cancelled, rescheduled, or postponed due to fortuitous event, Acts of God, unforeseen occurrence not limited to: war, fire, labor strike, extreme weather, or other emergency conditions.
3. Please note that while speaker and topic confirmed at the time of publishing, circumstances beyond the control of the organizer may necessitate substitutions, alterations, or cancellations of the speakers and/or topics. As such, ECCI reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability without compromising the training and delivery quality.

### ECCI CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY:

1. Accomplished registration form signed by the authorizing person from CLIENT: (1) acts as a contract and is legally binding (2) will be subject to applicable cancellation policy.
2. Cancellation of program registration, regardless of payment status, should be received in writing from the participant in not less than eight (8) working days prior to the commencement of the program.
- 2.a. APEX Global Representative must acknowledge the cancellation request for registration to be considered null and void. APEX Global holds the right to accept or reject the cancellation request dependent on program variables.
3. APEX Global reserves the right not to disclose the reason for not accepting the cancellation request.
- 3.a. APEX Global reserves the right of judgment to waive any cancellation penalties, approved by the management, dependent on program variables.
4. Unaccepted cancellation requests will be billed in full + VAT and other necessary changes which may or may not be indicated on the latest invoice sent to CLIENT. Finalized invoice will be sent to client reflecting total bill amount.
5. Refusal of payment due to cancellation may result to legal charges and actions.
6. Cancellation requests for registration/s that have already been paid will still subject to the stipulated cancellation time frame.
7. If APEX Global accepts the cancellation request for registration that has already been paid, APEX Global will issue a training voucher amounting to total bill amount less incidental/operational charges.
8. Training vouchers acts as credits and may be used (1) to attend the next program schedule (2) to attend a different program (3) purchase Managed Service offering.
9. In the event that a registered participant substitution occurs, no additional payment will be needed however, this may not be applicable to several course with certifications, courseware charges, or as deemed by APEX Global.

### PAYMENTS & DISCOUNTS

1. All fees are subject to prevailing taxes. Any discount (Early Bird, Group & any other special promotions) offered by APEX Global can be availed if the payment is made within the promo period.
2. Rates and fees indicated on the registration form is subject to change without prior notice but all measures will be taken to reach the participants.
3. Payments made after the default payment terms (30 days after receipt of invoice) will merit a 5% late payment surcharge. Client company payment terms shall override the default payment term of 30 days (discuss with OSG if its possible to have this).

### PRIVACY & DATA PROTECTION

1. The participant hereby grants ECCI permission to take photographs and videos during training or event they are participating in, with understanding that these photographs, audio, or video recordings may be edited, copied, exhibited, published, or distributed through the internet for marketing purposes. Personal Data is gathered in accordance with the E-commerce Act 2000. You may also receive updates and promotional event notifications from ECCI on other related trainings and events.

☐ I have read and understood the stated terms and conditions.

Name of Authorizing Person

Designation/Department

Date

Signature







## BILLING INFORMATION SHEET

### STEP 1: Invoice Details

_____ Company name	
_____ Company tax ID number	<b>VAT EXEMPTION</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <small>If YES, kindly send us scanned copy of PEZA certificate</small>
_____ Email address	
_____ VAT status	If your organization is VAT exempt, kindly provide PEZA certificate.
_____ Special instructions required	If PO Number should be indicated in the invoice, etc.
_____ Client business style	Required by BIR
_____ Client payment terms	Payment should be made ON or BEFORE the training.

### STEP 2: Payment Details

<input type="checkbox"/> CASH	<input type="checkbox"/> CHEQUE	<input type="checkbox"/> BANK TRANSFER
Account name : <b>ENVIRONMENTAL COMPLIANCE CONSULTANTS INTL. CORP</b>		
Account number : <b>017 - 01 - 000067 - 4</b>		
Bank name : <b>ASIA UNITED BANK</b>		
Branch name : <b>MAKATI - RUFINO BRANCH</b>		
Swift code : <b>AUBKPHMM</b>		
Bank address : <b>G/F FELIZA BLDG, 108 V.A. RUFINO ST., LEGASPI VILLAGE, MAKATI CITY</b>		

### STEP 3: Invoice Delivery Details

_____ Recipient name	To whom should the invoice be addressed to
_____ Designation	Job title & Department
_____ Contact number	
_____ Delivery address	

### STEP 4: Payment Collection Details

_____ Name	From whom should we follow up the payment status, release date, etc.
_____ Designation	Job title & Department
_____ Contact number	
_____ Collection address	
<input type="checkbox"/> Check this box if Payment Collection Address is same as Invoice Delivery Address	

*\*Only proceed to STEP 4 if Payment Collection Details does not reflect your company Finance Manager contact details.*

### STEP 5: Finance Contact

_____ Name	From whom should we follow up the payment status, release date, etc.
_____ Designation	Job title & Department
_____ Contact number	

## Contact Information

8/F Montepino Building, 138 Adelantado St. cor. Gamboa St,  
Legaspi Village, Makati City 1229, Philippines  
Telephone number: (+632) 403-8668  
Email address: training@apexgloballearning.com  
Website: www.apexgloballearning.com

To be filled up by an ECCI Representative

_____ Total Amount	_____ BDE
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