

DATA ANALYTICS FOR LEADERS AND MANAGERS

UNIT 1: UNDERSTANDING DATA AND ANALYSIS

Duration: **2 Days**



Programme Overview

Data analytics has become a critical competency for leaders and managers across all sectors. Gaining expertise in this area enables leaders to understand, analyse, and interpret data, which is crucial for informed decision making, enhancing operational efficiency, and driving strategic initiatives. By leveraging data analytics, leaders and managers are empowered to make decisions based on empirical evidence rather than relying solely on intuition.

This method not only helps in identifying trends and patterns but also in assessing and managing risks, pinpointing inefficiencies, and tailoring strategies to meet the organisation's needs and respond to dynamic market demands. Unit I: Understanding Data and Analysis is the introductory unit of the four-unit Data Analytics Training Programme. This segment will cover essential topics such as the basics of data and analytical methods, the principles of data-driven decision-making, and effective communication of analytical findings. Considering the significant managerial and leadership roles of the participants, the programme is specifically designed to emphasize strategic thinking and problem-solving skills, along with the practical application of data analysis within decision-making frameworks.

Learning Outcomes

The main objective of this training programme is to equip participants with fundamental knowledge and skills in data handling and analysis. By enrolling in this programme, participants will be able to:

- Understand the importance of data and data analysis in driving strategic decisions.
- Utilise various analytical techniques to interpret data, uncover trends, and derive actionable insights.
- Employ data visualisation tools and techniques to succinctly present data findings to stakeholders, facilitating easier understanding and decision-making.
- Understand strategies for fostering a data-driven culture within their teams and organisations, encouraging the use of data in daily decision-making.
- Be aware of ethical considerations in data collection and analysis, ensuring data privacy and compliance with regulations.

Who Should Attend?

New Managers and Supervisors For professionals who have recently been promoted to managerial or supervisory roles and aim to develop essential leadership skills.

Team Leads and Project Managers For professionals who lead teams or departments or manage projects, and aim to enhance their leadership abilities to execute their responsibilities effectively.

Junior to Middle Level Executives Staff members who seek to advance their careers and prepare for future leadership positions.

Modules and Topics

This two-day programme covers the following modules and topics:

Day 1: Understanding Data and Analysis

Modules	Topics
Data and Data Collection	● Sources and types of data
	● Data collection methods
	● Ethical considerations in data collection
	● Data quality and integrity
Data Management and Analysis	● Fundamentals of data analysis
	● Techniques for preparing data for analysis
	● Using software for data analysis (Excel & R software)
	● Data analysis process (data preparation, cleaning, and filtering)
Descriptive Statistics and Visualisation	● Basic of descriptive statistics
	● Data distributions and their interpretations
	● Data visualisation tools and techniques
	● Storytelling with data

Day 2: Data Analysis and Decision Making

Modules Topics

- Building Relationships of Data
- Correlation and heatmap
 - Understanding regression
 - Applications of bivariate

- Diagnostic Tests
- Model validity and performance (T-test, F-test, R-squared)
 - Improvement of basic models to multivariate regression models

- Applying Analytical Insights to Strategic Decision-Making
- Applying data insights to real-world business scenarios
 - Frameworks for data-driven decision-making and strategy development
 - Forecasting and Predictions

- Future Trends in Data Analysis
- Explore upcoming trends in data analysis and how they might impact decision-making
 - Artificial intelligence and machine learning integration

Programme Fees

Category

Non-Alumni

UBD Alumni

Standard Fee


BND850

BND650

Early Bird Fee

BND700

BND500



The Institute for Leadership, Innovation and Advancement (ILIA), Universiti Brunei Darussalam (UBD), is Brunei's premier training provider established in 2009 delivering innovative programmes, enriching leaders with the knowledge and skills shared by international and local experts.

ILIA's mission challenges the very notion of leadership, which must transcend the activities of governance, business, academia and community service.

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