



3-DAY COURSE

SMU-Deloitte Data Driven Design Harnessing the Power of Predictive Analytics

SINGAPORE MANAGEMENT UNIVERSITY

In a world where **analytics** rules, **design** is becoming ever more **data-driven**.

Many large organisations, especially those in traditional industry sectors such as telecommunications, financial services and manufacturing, are beginning to realise the importance of design thinking combined with big data for true customer centricity. By embedding design thinking into big data use cases, organisations can unlock new opportunities, build empathy for users and pave the way to experiences that are truly human-centered and create an emotional connection.

In this new paradigm shift across businesses, success lies in simplifying complex and disconnected digital customer experiences using big data-enabled insights and user-centric design thinking and methods. These logics run across the entire ecosystem of desktop, kiosk and automated teller machine (ATM), mobile and tablet devices to emerging channels such as wearable devices and augmented reality interactions.

About the Course

Designed in partnership with Deloitte, this course will help participants utilise business data more effectively by deriving insights of trends and irregularities from data and applying them for forward-looking predictions which will help improve the user experience, business intelligence and analytics environment of their organisations. This is realised through building predictive models with appropriate analytical and design thinking techniques.

Key Takeaways

By the end of the 3-day course, participants will be able to

- Use analytics tools such as Tableau, R, and BigML
- Use data visualisation tools to generate insight into a situation or scenario
- Understand the nature and application of predictive analytics approaches
- Use simple regression and machine learning techniques to predict outcomes in a process or service environment
- Understand the design thinking process and its relationship with data
- Apply the insights gathered from predictive analytics within a design thinking based project
- Use logic chain analysis to enhance the economy, efficiency, and effectiveness of processes and services

About the Trainer



Samuel Cammiss
Director
Deloitte SEA Innovation

Samuel is Director of the Deloitte Southeast Asia Innovation Team, an innovation unit that accelerates new products and services, builds new capabilities, and enables open innovation for Deloitte and our clients.

His experience spans the strategies and tactics of new business ventures and organisational transformation – seeking balance between innovation, risk, and sustainability.

In the field of innovation, Samuel works on

- Digital transformation, focussing on cognitive technologies and analytics
- Seeding and enabling innovation cultures through new skills and relationships
- Gearing new ventures and new collaborations for growth and resilience

His current projects are centered on technology foresight, open innovation, and risk management.

Assessment

Course assessment will be based on classroom exercises, case studies and project presentation.

Certification

Upon successful completion of the course, participants will receive a certificate of participation issued by the Singapore Management University.

Funding

This course is subsidised by SkillsFuture Singapore (SSG).

SkillsFuture Credit is also applicable for the course.

Course Fees

Full Fee: S\$3,210 per participant (including GST).

Nett fees payable per participant after SSG Funding:

- S\$963 (including GST) for Singapore Citizens and Singapore Permanent Residents
- S\$363 (including GST) for Singapore Citizens aged 40 years and above

Registration

Please click [here](#) to register for the course.



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