



# Business Analytics

4 – 6 May 2026

Kuala Lumpur

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## **Business Analytics**

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In today's competitive environment, organisations that leverage data effectively gain a significant strategic advantage. Business Analytics enables leaders and professionals to transform raw data into actionable insights that support smarter decision-making and improved performance outcomes. This intensive programme is designed to equip participants with analytical thinking skills, practical tools, and strategic frameworks to apply data analytics confidently within their organisational context.

### **Overview**

This course advanced programme provides a comprehensive understanding of business analytics concepts, data interpretation techniques, performance measurement frameworks, and predictive insights. Participants will explore how analytics supports operational efficiency, risk management, customer strategy, and strategic planning. The programme combines analytical foundations with practical application to strengthen data-driven decision-making capabilities.

### **Who should attend**

This programme is suitable for professionals involved in decision-making, performance analysis, and strategic planning, including:

- Managers and department heads
- Business analysts and strategy teams
- Finance and operations professionals
- Project managers
- Executives seeking data-driven leadership capability

### **Methodology**

The programme adopts a structured and application-focused approach combining analytical case discussions, guided data interpretation exercises, group problem-solving activities, and scenario-based simulations. Participants will work through real business datasets and performance dashboards to strengthen analytical reasoning and decision-making confidence.

### **Trainer**

The programme will be delivered by a senior business analytics and strategy practitioner with extensive experience in performance analysis, data modelling, and executive advisory. The trainer integrates practical industry insights and ensures concepts are translated into applicable business solutions.

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### **Course Content**

#### **Module – 1**

##### **Introduction to Business Analytics**

- Role of analytics in modern organisations
- Types of analytics: descriptive, diagnostic, predictive, prescriptive
- Data-driven culture fundamentals
- Analytics maturity models

#### **Module – 2**

##### **Data Fundamentals & Governance**

- Types of business data
- Data quality and integrity
- Data governance principles
- Ethical use of data

#### **Module – 3**

##### **Descriptive Analytics & Reporting**

- Understanding dashboards and reports
- Key performance indicators (KPIs)
- Trend and variance analysis
- Data visualisation principles

#### **Module – 4**

##### **Diagnostic Analytics**

- Root cause analysis techniques
- Correlation vs causation
- Drill-down analysis
- Performance gap identification

#### **Module – 5**

##### **Predictive Analytics Concepts**

- Forecasting fundamentals
- Regression basics
- Scenario modelling
- Risk prediction approaches

#### **Module – 6**

##### **Prescriptive Analytics & Decision Optimisation**

- Decision modelling principles
- What-if analysis
- Optimisation concepts
- Data-supported strategic choices

#### **Module – 7**

##### **Financial & Operational Analytics**

- Cost and profitability analysis
- Operational performance metrics
- Productivity measurement
- Budget variance interpretation

#### **Module – 8**

##### **Customer & Market Analytics**

- Customer segmentation
- Market trend analysis
- Customer lifetime value basics
- Competitive benchmarking

#### **Module – 9**

##### **Risk Analytics & Performance Monitoring**

- Risk indicators and early warning systems
- Compliance monitoring
- Fraud detection concepts
- Enterprise risk dashboards

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### **Module - 10**

#### **Analytics Tools & Digital Platforms**

##### **Overview**

- Business Intelligence tools overview
- Dashboard development basics
- Automation and reporting tools
- Integration with enterprise systems

### **Module - 11**

#### **Data Storytelling & Executive Communication**

- Translating data into insights
- Visual storytelling principles
- Presenting analytics to stakeholders
- Influencing decisions using data

### **Module - 12**

#### **Integrated Business Analytics Workshop**

- Real business case simulation
- Group-based analytical problem solving
- Strategy recommendation presentation
- Feedback and improvement session

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**DELEGATE REGISTRATION FORM**
**Course fees**

(Fees per participant)	Single	Group**
Normal fees	SGD 2,699	SGD 2,599
Early bird price*	SGD 2,499	SGD 2,399

\*Payment 30 days before commencement of the course

\*\*Minimum of 3 participants

The course fee includes

- 3 days of dedicated expert training
- Lunch and refreshments
- Copies of relevant course material

**Venue Details**

- All our training sessions are held in good locations, assuring a high level of comfort and a conducive learning environment.
- Due to variation in the number of participants, final venue details will be mailed 14 days before the course commences.
- Registration : 8:30 am
- Session timings: 9:00 am to 5:00 pm
- **Disclaimer:** Riverstone Training reserves the right to change the venue or postpone the course due to unforeseen circumstances.

**Company Information**

Company Name : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Contact Person : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Phone : \_\_\_\_\_

**Delegate Information**

Name (1) : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Phone : \_\_\_\_\_  
 Name (2) : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Phone : \_\_\_\_\_

**Payment Terms**

- Full payment is required for seat confirmation.
- Make a crossed cheque or bank draft payable to **Riverstone SG Pte Ltd.**
- Mail your payment with this registration form to **Level 20, Tower 2, One Raffles Place, Singapore 048616.**
- Alternatively, you can do a bank transfer to Standard Chartered Bank Account no: 0105663336 (Bank no: 9496); Swiftcode: SCBLSG22.

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For in-house training on the same course or customized course, please contact us through

Email : register@riverstonetraining.com.sg

Phone or : +65 9730 4250

WhatsApp

**Cancellation Policy**

- If you are unable to attend, a replacement delegate is always welcome.
- Any cancellation must be made in writing to Riverstone Training at least 14 days before the event date. A full refund, less an administration fee of SGD 150, will be given.
- No refunds will be given for written cancellations received less than 14 days before the event date. However, you will receive a 100% credit voucher that can be applied to any of our subsequent training courses within six months of the initial registration.