Professional Conversion Programme for Data Analysts

This course aims to provide new practitioners with practical data analytics skills and knowledge. Businesses will be required to understand potential of data and staff must be competent to explore, discover insights from data and apply new insights to impact business outcome.

TARGET AUDIENCE

- Business professionals with domain knowledge who would like to develop and apply business analytics in their organisations.
- Existing data analysts with the need to update and broaden their portfolio of techniques and keep up to date with latest development.

PROGRAMME STRUCTURE

- Phase 1: Classroom training – 22 days

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<th>Modules</th>
<th>Module Objectives</th>
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| NICF - Statistics Bootcamp using R and Tableau (5 Days) | • Data summary and diagnostic  
• Data visualisation |
| NICF - Predictive Analytics - Insights of Trends and Irregularities (3 Days)  
NICF - Text Analytics (3 Days) | • Ability to model structure and unstructured data  
• Good understanding of predictive model algorithm  
• Able to evaluate model goodness and interpret outcome |
| NICF - Customer Analytics (3 Days)  
NICF - NICF- Managing Business Analytics Projects (3 Days) | • Applying analytics techniques with CRM process  
• Stakeholder requirement and resource management to deliver / deploying analytic project  
• Data scoping |
| Industry Seminars / Visits | Visits to companies e.g. Google, Azure, IBM  
Experience sharing on data extraction and Management best practice data analytics |

- Phase 2: Practicum – 4 months to apply analytics techniques in project, with mentoring by company and NUS-ISS project supervisors
JOB ROLES

- Data Analysts, Text Analysts, Digital Marketing Analysts, Customer Analysts, QA Analysts, Operations Analysts, Business Intelligence Analysts:
  - Organise and present data from internal and external sources
  - Monitor data quality
  - Perform data analysis and identify trends and patterns
  - Create and maintain business metrics / reports
  - Analyse related data to develop insights and recommendations
  - Skills in communicating and interacting with others

PROGRAMME FEES

- PCP programme
  - S$21,860
  - 70% funding for Singaporeans and Singapore PRs aged 21 and above; additional
    20% funding for Singaporeans aged 40 years and above
- Salary Support (during PCP programme)
  - 70% of monthly salary capped at S$4,000 per month for Singaporeans and
    Singapore PRs below 40 years
  - 90% of monthly salary capped at S$6,000 per month for Singaporeans 40 years and
    above OR at least 6 months unemployed

BENEFITS FOR EMPLOYERS

- Salary support is available during the PCP programme
- Career Support Programme (CSP) by Workforce Singapore available after the PCP
  programme (for SMEs offering salary at least $3,600/mth and non-SMEs offering salary at
  least $4,000/mth)
- For candidates who are unemployed for more than 6 months and 40 years and above, there
  is up to 50% savings in salary (candidate who go through 6 months of PCP programme and
  12 months CSP)