

# Best Practices For Business Statistics & Data Collection, Analysis and Presentation

Date: 12th - 30th Nov 2018 (3 Weeks Course)

Venue: London, United Kingdom



**TSY Consultancy PLT**

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# Course Overview

## Introduction:

Gaining the business data, statistics, information technology and various analytical methods helps professionals gain improved insight into their business issues and helps make better informed decisions. In order to enhance return on investment, improve stakeholder satisfaction, mitigate business risks and improve planning, the tools and techniques presented in this course can be applied across many areas in a wide variety of organisations.

Delegates will work through practical case studies. With the aid of clear explanations, discussions and detailed material in both hard and soft copy it will enable you to transfer skills and knowledge to your workplace.

This TSY course covers the foundational knowledge necessary to collect reliable business data and conduct comprehensive analysis to help maximise organisational value. It focus on the enhancement of essential knowledge and skills and equips participants with a toolbox of ideas and methodologies for effective data collection and analysis.

## Course Objectives:

- Understand the business context and select the most appropriate Methods of Data Collection
- Use Probability to estimate data
- Understand the Limitations of Data and Data Analysis and undertake Hypothesis Testing
- Use Data Analysis and Forecasting Techniques to make business decisions
- Learn to obtain and analyse business information from a wide range of primary and secondary information sources including stakeholder consultations, surveys and research
- Use proven diagnostic and analytical tools to organize, verify, validate and prioritise data
- Apply some simple statistical analysis tools to obtain specific business insights
- Develop and present viable business solutions based on a rational analysis of options
- Learn a simple, tried and tested approach for persuasive and influential presentation of business information

## Who Should Attend:

- All personnel who are involved in collection, analysis and communication of business data, statistics and information and wish to be able to develop robust and justified business solutions and convince stakeholders to support their recommendations.
- Professionals who wish to gain an introduction to Data Analysis in order to improve their analytical skills and understanding of data.

# Course Outline

## **Module 1: Key Concepts on Business Decision Making**

- Basic business decision making
- Use of Data, information, statistical knowledge
- Fact, statistic, rumour, fiction
- Decision process and critical thinking

## **Module 2: Understanding Business Problems/Opportunities**

- Awaiting business challenges
- Problem definition
- Strategic thinking, formulation of objectives

## **Module 3: Data and Methods of Data Collection**

- Role of Data Analysis in Business
- Different Types of Data – Primary and Secondary Data; Quantitative and Qualitative Data
- Data Collection Methodology – Surveys, Interviews, Focus Groups etc
- Sample Design – Random, Systematic, Stratified etc
- Planning a Sampling Survey
- Organising the Data Received and Information Management

## **Module 4: Blending In Research for Relevant Evidence Collection**

- Data for decision making; uses of business research
- Business research process
- Research purpose, objectives and value
- Research design
- Data sources
- Sampling
- Research proposal
- Gathering and organising relevant data
- Surveys / questionnaires: asking the right questions
- Asking the questions right

# Course Outline

## **Module 5: Data Validation and Verification**

- Types of business data
- Data reliability and validity
- Decision models and basic spreadsheets

## **Module 6: Descriptive Statistics**

- Descriptive analysis
- Using the measures of central tendency and variability in business decisions

## **Module 7: Probability Distributions and Data Modelling**

- Probability in management decisions - Binomial; Normal and Poisson Distribution
- Statistical decision theory
- Simple business applications of probability distributions

## **Module 8: Business Data Analysis**

- Measures of association in business: correlation and regression analysis
- Popular diagnostic and analytical models
- Fundamentals of option analysis
- Choice heuristics
- Payoff tables and decisions under certainty, risk and uncertainty
- Decision trees and utility theory

## **Module 9: Basic Statistical Analysis of Data**

- Random Variables – Discrete and Continuous
- Mean; Median and Mode
- Variance and Standard Deviation
- Co-variance and Correlation

# Course Outline

## **Module 10: Forecasting Techniques Using Business Data**

- An Introduction to the Data Analysis Tools in Excel
- What-If Analysis and Scenario Manager using Excel
- Variance Analysis – comparing Forecast to Budgets
- Basic Solver and Goal Seek
- Forecasting, Sales, Costs, Budgets, etc

## **Module 11: Decision Making Based On Data Evaluation**

- The Limitations of Data and Data Analysis
- Populations and Samples
- Confidence Intervals
- Hypothesis Testing
- Testing 2 Means – Independent and Paired Samples
- Decision Making using Decision Trees
- Case study application

## **Module 12: Data Presentation**

- Aiding Your Presentation Using Excel
- Simple Bar Charts; Pictogram; Line Graphs; Pie Charts etc
- The Interpretation of Data Presentation
- Time Series Analysis
- Interpolating and Extrapolating
- Methods of Presentation

## **Module 13: Persuasive And Influential Business Communication Method**

- The art of influence through business presentations
- A framework for persuasive communication: AIM - FOCUS
- The importance of AIM
- The need to FOCUS your message
- Horizontal and vertical logic
- Writing convincing reports
- Case study
- Wrap-Up

# Trainer Profile

## Yoshiki Kashiwagi, Corporate Business Skills Consultant, Data Analysis

Yokohama National University Part-time Lecturer  
Visiting Professor, Tama University

After graduating from Keio University School of Science and Technology, Yoshiki-san joined Hitachi, Ltd. During his tenure he studied at both business schools in Europe and US, and he got an MBA in year 2003. Yoshiki-san moved to Nissan Motor in year 2004. He has served as oversea marketing & sales department manager, business group manager and so on. In the global organization, serve as a pilot for solving a number of management issues and business projects. (Nissan Problem Solving V - Expert Qualification)

Self-directed and driven business skills consultant and lecturer with a comprehensive background leading transformation, development, data analysis, problem solving and cross-functional teams to ensure success and goals achievement. Known as an innovative thinker with strong critical thinking acumen. Demonstrated success developing and seamlessly executing plans in complex organizational structures. Recognized for maximizing performance by implementing appropriate strategies through analysis of details to gain understanding of the competitive position, emerging issues, trends and relationships.

### Accomplishments:

- 10 years career at Nissan Motors as Business Analyst, Organizational Development, and Change Manager
- 20 years of marketing and sales success in the manufacturing industry
- 4 years of business education at Tama Graduate School of Business and Yokohama National University
- Establishment of a new Nissan affiliate in Hong Kong
- Six sigma Master Black Belt
- Leadership and project management in multi-cultural environments
- Strong Quantitative & Qualitative Statistic Analysis Skills, interpersonal and negotiation skills
- Published 11 books on data analysis for business

### Expertise:

Business Analysis, Business Strategy, Critical Thinking, Data Analysis, Process Consulting, Process Engineering, Total Quality Management (TQM), Market Analysis, Corporate Training, Big Data Analytics, Brand Management, Business Planning & Process Improvement Competitive Analysis Finance Forecasting, Japanese Business Leadership Lecturing Management, Market Research, Mergers & Acquisitions (M&A), Negotiation, Problem Solving, Product Development, Product Management, Project Management.

# Registration Form

**TSY CONSULTANCY INTERNATIONAL** was established focusing its efforts on soft skills, management and safety training to related personnel in response to the rapidly changing requirements of the industry. The strongest factor behind to push us to our goal is our team that comprises of professional with more than 15 years in their own field.

## Best Practices For Business Statistics & Data Collection, Analysis and Presentation

**Date:** 12th - 30th November 2018

**Course Fees:** USD \$5500 per delegate      Group Discounts Available

**Venue:** London, United Kingdom

**Includes:** Course Material, Certificate of Attendance, Lunch & Refreshments

<b>DATE:</b>	
<b>COMPANY / ORGANISATION:</b>	
<b>NUMBER OF PARTICIPANTS:</b>	
<b>FULL ADDRESS:</b>	
<b>AUTHORISED BY / JOB TITLE:</b>	
<b>CONTACT NUMBER:</b>	
<b>EMAIL ADDRESS:</b>	
<b>TEL:</b>	
<b>FAX:</b>	

Trainers, Dates and/or venues can change due to unforeseen circumstances.

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