

Introduction to Data & Analytics for Finance and Accounting Professionals

Full-day workshop

What are the benefits and opportunities of data and analytics?



Objective

To empower corporate professionals with knowledge of data analytics by providing them with workshop exercises based on real-life situations.

Who should attend?

Finance and audit professionals and any other professionals keen to learn how data analytics can help to drive better decision-making.

Hands on exercises allow participants to compare and contrast the most popular data visualisation tools in the market today to draw insights on your data.

Benefits of attending

Data has transformed the world we live in. Technological advances are happening at never-before-seen-speeds – in computing power, software, cloud computing and artificial intelligence (AI). The key is to harness these advances to drive better decision-making.

For the finance and accounting profession, big data is giving rise to new forms of business value and enterprise risk that will have an impact on our rules, standards and practices. The accounting and audit professionals are in the centre of the data explosion and are poised to become ever more vital to stakeholders in enabling data and insight-driven enterprises. More and more companies are using data analytics to excel in the marketplace.

Through this workshop, we will provide step by step guidance during our hands on exercises covering popular data visualisation tools in the market. We will also share with you experiences and case studies by practitioners, bringing alive real-life scenarios.

The benefits this workshop will provide you are:

- A basic understanding of data analytics and machine learning concepts
- Hands on experience on data analytics and data visualisation tools
- Improved knowledge on data management and governance
- Understanding of various operating models for organizing data analytics

Workshop agenda

Basic Concepts in Data Analytics and Machine Learning

- Understand and differentiate the concepts of descriptive, predictive and prescriptive analytics
- Define common terminologies such as artificial intelligence, machine learning, etc.

Application of Data & Analytics in the Finance & Accounting function

- Explore various case studies of how Data & Analytics is enhancing and transforming traditional Finance and Accounting functions
- Showcase a few data visualization dashboards to bring the case studies to life

Tools for Data & Analytics

- Recognise common tools that are used to execute data analytics
- Identify the different technology components that make up the technical infrastructure layer for data & analytics

Data Management and Governance

- Understand the basic principles and importance of data governance, including the financial impact of poor data governance
- Recognise the components of an effective data governance framework
- Understand the tools and technology used in data governance

Intro to Data Visualisation tools: Power BI and QlikSense

- Recognise how data visualisation helps in analytics through exploratory analysis
- Learn how to tell a story using visual analytics through the use of powerful dashboards and filters
- Demonstrations on all three data visualization tools to showcase:
 - ✓ Create good looking charts and graphs through simple drag and drop of variables
 - ✓ Built in interactivity between different charts on a consolidated dashboard
 - ✓ Drill down techniques to quickly understand trends & patterns that exist within your data – however voluminous it is
 - ✓ Use of geographical location mapping
 - ✓ Dashboards as part of story telling

Building a data-driven organisation

- Learn what it takes to organise for analytics excellence across 6 key dimensions
- Understand the various operating models for organising data analytics capabilities
- Learn approaches to prioritising development of analytics applications or use cases to accelerate speed-to-value

About your workshop facilitator



Angela Huang
Manager, PwC Singapore

Angela Huang is a Manager in the Data & Analytics Team with 8 years of experience in providing assurance services to clients within the financial services sector. She has significant experience in data analytics, business process reviews, application controls reviews, internal control reviews, and IT general controls reviews for various IT environments.

Angela is a specialist in controls and data auditing methodology and is passionate about teaching, having been involved in learning and development initiatives for a number of years at PwC UK.

Registration fees (all fees include 7% GST)

PwC Clients & Alumni: S\$585.00

Public: S\$642.00

10% group discounts for 3 participants & above

How to register

To register, simply select the course via our Training Calendar (www.pwc.com/sg/academy) and click on the chosen course date to access the digital registration form.

For any further queries, please email academy.sg@sg.pwc.com