

Understanding Data Analytics for Professionals

An Orientation Session for Prospective ACCA Data
Analytics Students

Presented by

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Introduction

Data is now the new language of business and finance. This webinar introduces how Data Analytics empowers professionals to make smarter, evidence-based decisions.

Why Data Analytics Matters

- Modern professionals must go beyond reporting to insight generation.
- Data Analytics enables you to uncover patterns, predict outcomes, and support business decisions with evidence.

The ACCA Data Analytics Advantage

Modules include:

- - CRISP-DM Framework
- - Big Data & the 3Vs
- - Types of Analytics
- - AI, Robotics & ML
- - Visualization & Communication
- - Ethics & Professional Skepticism

Relevance to Accountants and Finance Professionals

Applications include:

- Fraud detection & risk analysis
- Forecasting and performance optimization
- Audit automation & data sampling
- Business insights through dashboards
- Client advisory & decision support



Practical Tools You'll Learn

Hands-on sessions with:

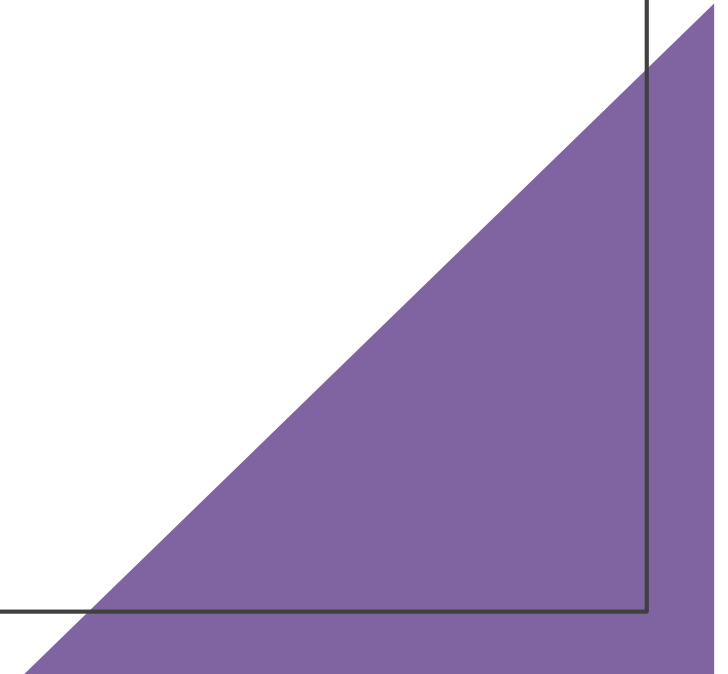
- Microsoft Excel: data analysis, regression, solver
- Power BI: dashboards & storytelling
- Python & R: predictive modeling
- SQL: querying and integrating datasets

The Strategic Value of Certification

This certification strengthens your credibility and career.

Prepare for roles like:

- Data-Driven Accountant
- Financial Analyst
- Strategy Consultant
- AI-Enabled Auditor
- Business Intelligence Specialist



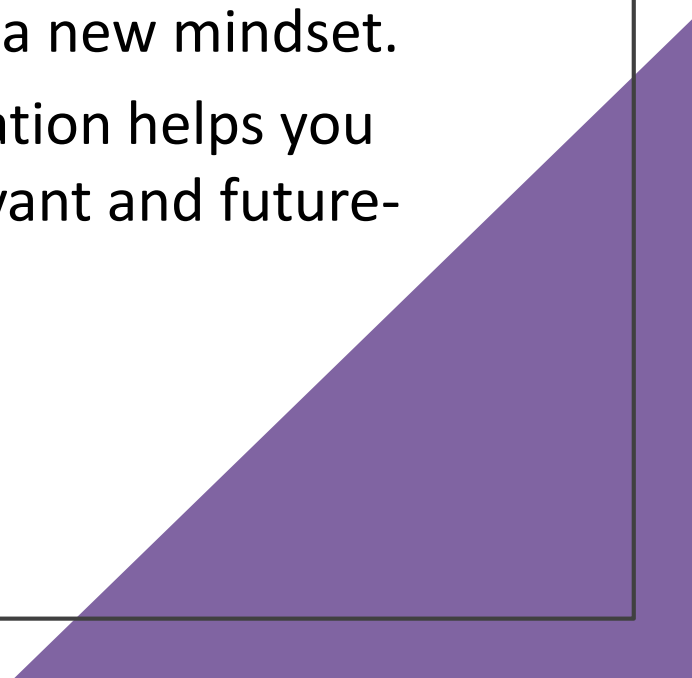
Why AJ Silicon Ltd

A trusted partner in capacity development and analytics training.

AJ Silicon Ltd provides:

- Expert-led sessions
- Real-world case studies
- Hands-on practice with data tools
- Exam preparation for ACCA Certificate in Data Analytics

Why You Should Enroll Now

- Automation is reshaping accounting and business.
 - Data Analytics is not coding—it's a new mindset.
 - This certification helps you remain relevant and future-ready.
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Conclusion

- Data is the new oil—only those who can refine it will extract its value.
- Join AJ Silicon Ltd to transition from traditional accounting to intelligent analytics.