

BIZ AVALYTICS

2021 has breezed past us in the blink of an eye. We are sure many of us have created memories for the year, be they memories that we cherish, or ones that we would rather forget. Here in Business Analytics (BA), we have had the joy of welcoming a new of freshmen into batch community and we, like every other SUSS student, have experienced major changes to our academic lives in the form of online learning and proctored exams. However, through these unprecedented times, we are able to witness first-hand the power of technology and data, and how these can be harnessed to bolster learning and academic pursuits. In this issue, we look back on the fond memories 2021 held for us in BA, and the amazing things that we have planned for 2022.

The new year issue

What happened in BA in 2021?

What can we look forward to In 2022?



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Looking back... 2021

Event 1: Industrial talk with Mr. Daniel Koh and Mr. Cliff Chew

The industrial talk held in July 2021 welcomed two experts from the analytics industry, Mr. Daniel Koh, and Mr. Cliff Chew. They shared with us the analytics applications in the healthcare and retail sectors.

Mr Daniel Koh is a Health Informatics Manager at the National University Polyclinics (NUP) with over 20 years of experience in the field. He shared with us that while hard skills such as programming and data visualisation undoubtedly essential in the field of analytics, soft skills like the ability to interpret and present results well are extremely valuable and highly sought after. Mr. Koh remarked: "It is about soft skills. Even in my previous roles, when I worked with C-level executives (CEO, CFO), one thing that I noticed is that they are always looking for a solution. A solution that allows them to progress. A solution that addresses a problem. So, it is my job as a data scientist to bring them that solution and show them how it is backed by data."

On the other hand, Mr. Cliff Chew is a trainer and data consultant at several tech and retail companies, including local brands such as Grab and Carousell. Mr. Chew advised students to be fluid in the practice and applications of data analysis techniques because companies require different types of data extraction to fit their specific industries. "I think there are some standard playbooks like predicting churn or doing market segmentation, but I think it is always important to be mindful of the industry itself," he added.



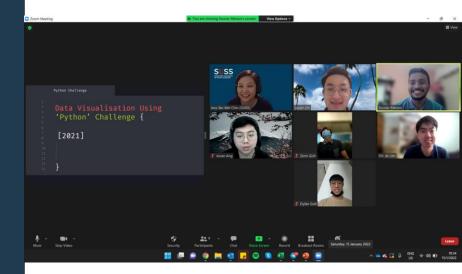


Event 2: Data Visualisation Challenge

The Business Analytics
Interest Group (BAIG)
also organised the
inaugural Data
Visualisation Challenge
2021 utilising Python
during the year-end
semester break.

Python programming has become a language commonly used analytics, and one of the main skills required in the workplace beyond the gates of SUSS. This challenge included a Python Basics workshop targeted at participants with no or experience little in Python. Subsequently, participants applied their acquired Python knowledge to solve business problems through the use of a dashboard usina Python. Additionally, this challenge provided an avenue for participants to work as a team and make new friends.

2021 served as the pilot year for the data visualisation challenge, and given its roaring success, let us keep our eyes peeled for the next iteration, and of course, for the accompanying attractive prizes too!



Moving Forward... 2022

Industrial talk with Ms
Seah Pei Rong of
Govtech

This year, we are happy to invite Ms. Seah Pei Rong to share with us her experience of working in GovTech. Ms. Seah graduated with a Bachelor's Degree in Statistics and Applied Probability from NUS and completed a Master's Degree of IT in Business from SMU, specialising in Business Analytics. With over nine years of experience in various companies working in the Business Analytics field, she has picked up various skills and expertise in areas such as SAS programming and the use of the Tableau (a data visualisation tool).

While Ms. Seah may not have entered the industry with all the technical skills required, through sheer determination and her penchant for problem-solving, she is now at the forefront of digital transformation in Singapore. If we aspire towards a career in GovTech and are keen to know how to carve out a niche for ourselves in the Business Analytics industry, we can look forward to this event and explore the endless opportunities that GovTech has to offer!



Engaging the BA Freshmen through an orientation camp for the BA cohort (if COVID Restriction permits)

The COVID-19 pandemic undoubtedly affected our lives in more than one way. It has reduced social interactions greatly and has affected the way have conducted Orientation Programme for the BA Freshmen for the past two years. However, as we gradually move to the new norm, we hope to organise an Orientation Camp for the BA cohort to celebrate the start of a new academic year.

For this orientation camp we can look forward to bonding with our fellow peers and seniors in the BAIG community. As seniors in the community, we can also look forward to inducting the BA Freshmen into the wider community, making them feel welcomed into SUSS. Do volunteer and sign up for the Orientation activities when the opportunity arises! Take this as a chance in boosting our leadership capabilities and to network with our freshmen peers. Similarly, freshmen can look forward to hearing from the seniors about their experiences SUSS and BAIG. Take this opportunity to reach out to the seniors to clarify any queries.

We look forward to welcoming our SUSS BA Class of 2022 in July and we hope to see all of us join our Orientation Camp!



2021 has definitely been an unprecedented time for all of us, with the ongoing pandemic compelling us to make significant changes to our daily routines. In this issue, we would like to leave us all with a quote taken from the Winnie the Pooh series: "We did not know we were making memories; we just knew that we were having fun".

See you all in 2022, and hope you start the year off on the right foot!

