

From: Center for Testing, Measurement and Appraisal (CeTMA)
Sent: Khamis, 21 September 2017 8:28 pg
To: UUM - All Staff; UUMstudentgroup
Subject: 27 SEPTEMBER 2017 - AMAZING VISUALIZATIONS AND PREDICTIVE ANALYTICS USING MICROSTRATEGY



Pusat Pengujian, Pengukuran dan Penilaian
Centre for Testing, Measurement & Appraisal (CeTMA)
Universiti Utara Malaysia

21 September 2017 / 30 ZULHIJAH 1438H

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Assalamualaikum and Greetings

Yang Berusaha Prof./Dr./Tuan/Puan

AMAZING VISUALIZATIONS AND PREDICTIVE ANALYTICS USING

MicroStrategy®

27 September 2017 | 9.00 am - 5.00 pm |
Multipurpose Room, SQS Building, UUM
(Registration is open, but limited to 20 participants)

LEARNING OUTCOMES:

- Ingest data in MicroStrategy
- Create and publish data visualizations
- Design Dashboards
- Build predictive models

FACILITATOR:

Dr Bharat Bhushan Verma

has special interest in data visualization, predictive modeling and machine learning using latest tools and technology. He is a resident faculty at OYA Graduate School of Business and fellow researcher at CeTMA.

He holds a doctorate in Operations Research from Indian Institute of Management Ahmedabad. His expertise includes Optimization, Advanced Data Analysis, Big Data Analytics, Machine Learning and Data Visualization.

TRAINING FEES:

UUM STAFF/ STUDENT: RM50
OTHERS : RM80

ADD ON (NOT COMPULSORY):
PACKAGE 1: RM40 (INCLUSIVE OF FOOD & DRINK, CERTIFICATE AND WORKSHOP KIT)
PACKAGE 2: RM20 (INCLUSIVE OF CERTIFICATE AND WORKSHOP KIT ONLY)

MicroStrategy is a Washington, US headquartered business intelligence software solution providing data visualization, mobile apps and integrated analytics services

SYNOPSIS:

Data Visualization has emerged as a specialization in last decade. It is both an art and science encompassing almost every subject area. This program is designed to introduce practical application of data visualization using MicroStrategy. This unique two modules program is conceptualized to understand the new technological breakthroughs in data management, visualization and predictive analytics. It is an unique opportunity to quickly learn the latest features of MicroStrategy and apply predictive analytics visually.

Module 1 introduces basics of MicroStrategy from data ingestion to sharing stories with hands-on exercises & use cases.

Module 2 covers building predictive models and designing dashboards.

The program is as much focused on understanding tool thoroughly as much on practically experiencing the power of the tool first hand.

Time	Module	Content
0900 : 1230	Introduction to MicroStrategy	- Data Preparation - Building blocks of visualizations - Amazing Visualizations using D3
1330 : 1700	Predictive Modeling using MicroStrategy	- Advanced Data Visualizations - Dashboard Design - Predictive Modeling

For registration and more information, please contact us:
Hana (04-9284985/ norhana@uum.edu.my)
Nazli (04-9284984/ m.nazli@uum.edu.my)

REGISTER BEFORE 21 September 2017
Please bring your own laptop

NOTE:

- Please bring your own laptop.
- Notes, certificate, breakfast and lunch will be provided **ONLY** for those who choose either package 1 or 2 (ADD-ON).
- Only 20 Seats available

Registration Method:

1. Online registration form for workshop please [CLICK HERE](#) to book your seat.
2. Please SUBMIT the registration form as attached via fax/email (compulsory for those who want to pay via vote transfer) latest by **21st September 2017 before 12.00 pm**

Payment Method:

1. Cash at UUM Bursary Counter (Payment to CeTMA Account No. : 300 4400 8208 sub 68) , or
2. Cash/EFT: Bank Islam Malaysia Berhad (BIMB), UUM Account No. : 02 093 0100000 10
(Kindly inform the name of workshop in payment slip) # Reference: CeTMA Workshop - MicroStrategy
3. Vote transfer - ONLY for UUM Staff

**** Please provide a proof of payment and email to norhana@uum.edu.my and m.nazli@uum.edu.my**

Dateline for registration: **21st September 2017 before 12.00 pm**

Cancellation:

Should be made in writing one week before the scheduled workshop, otherwise the workshop fees will be billed. However, replacement will be accepted in case of any unavoidable circumstances.

More information, please contact:

Norhana (email norhana@uum.edu.my or call 04-928 4985) or Nazli (email m.nazli@uum.edu.my or call 04-928 4984)

Pusat Pengujian, Pengukuran dan Penilaian (Center for Testing, Measurement & Appraisal (CeTMA)|
Universiti Utara Malaysia | 06010 UUM Sintok, Kedah | Malaysia |
Tel: +6049284985 | Fax: +6049284982 | Email: cetma@uum.edu.my
Website: www.cetma.uum.edu.my



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