



ICMA

Pakistan

Karachi Branch Council 2019-21

Course on **CREATING DYNAMIC REPORTS AND DASHBOARDS WITH WORLD'S LEADING BUSINESS INTELLIGENCE**

Make Better, Faster and More Informed Decisions!



Thursday, April 16, 2020 9:00 a.m. to 5:00 p.m. | Venue: Marriott Hotel, Karachi

WHAT THE COURSE COVERS:

This full day Business Intelligence course equips you with the right knowledge and skills to make more informed decisions, giving you and your organization a competitive advantage in any industry.

Guided by FinTech Industry experts, you'll:

- Gain an understanding of how Business Intelligence Application can improve your ability to do in-depth analysis of your business KPIs to make more informed decisions in a fast-paced and an uncertain world.
- Learn to assess the reliability of data, extract strategic business insights, and use dashboards and modern analytical reports to predict future trends.
- Develop data visualization skills to clearly communicate your findings to C-suite.

You'll also get the opportunity to network with like-minded industry leaders and professionals, and grow your business community, all while earning a certificate from ICMA Pakistan.

WHO SHOULD TAKE THIS COURSE?

This course is designed for anyone interested in enhancing their qualitative skills and awareness related to corporate decision-making and for Professionals from a variety of different sectors – including manufacturing, marketing, financial services, and information technology. You will benefit from this course if you're seeking the ability to independently identify insights from data for evidence based decision-making. You'll learn to communicate your findings within your organization with impact, in a way that brings the data and your findings to life.

COURSE CONTENT:

- What is Business Intelligence and why it is important for business.
- Analyzing organizational data to make effective business decisions using Micro Strategy.
- Business Dashboards and how to create Tactical, Strategic and Operational dashboards.
- Frequent Reasonableness, Control and Analytical Reports used by world class US and UK based financial institutions for critical analysis and decision-making purpose.
- Slice and dice data in standard business reports and create ad-hoc reports using Micro Strategy.
- Identifying appropriate business concepts to evaluate KPIs.
- Using calculations and measures to determine actionable business decisions.
- Logically planning subsets of data for analysis using filtering techniques.
- Designing business reports for other users with self-service features.
- Sharing reports using export, print, or by subscribing to report deliveries.
- Graphs and reports techniques to identify and analyze trends, anomalies, and other important meanings in data.
- Train others in your organization on new features and workflows.
- Use new visualization and dash boarding capabilities.
- In class projects.

TRAINER:

Mr. Arshad Imran

FCMA, MBA (UK), MA Economic

Arshad Imran is the head of Business Intelligence Platform Reporting Department at a world-renowned US based FinTech 100 and Fortune's 500 technology company. He has extensive consulting and US financial services industry experience, with an emphasis on complex cash flow based financial instruments, end-to-end re serving process and wide credit risk analytics for regulatory stress testing such as DFAST and CCAR under USGAAP. Arshad has been involved in training, coaching and consulting in UK, US and Pakistan over 15 years. Arshad has been blessed to travel the world for learning and teaching at different events. He spent more than 10 years in United Kingdom for study, work and business purposes.



Investment

Description	Fee (PKR)
Members, ICMA Pakistan, ICAP, PIPFA:	Rs. 15,000/-
Students, ICMA Pakistan:	Rs. 10,000/-
Corporate:	Rs. 25,000/-

Registration: Limited Seats are available **CPD: 08 HOURS**

Programme Details

DAY & DATE:

Thursday, April 16, 2020



TIMING:

09:00 am - 05:00 pm
(Including Tea & Lunch)



VENUE:

Marriott Hotel, Karachi



With warm regards

Hakim Ali

Chairman, Students Affairs
Committee, KBC

Shaham Ahmed

Chairman, CPD Committee
Karachi Branch Council

Farough Ali Naveed

Secretary & Treasurer
Karachi Branch Council

Azeem Hussain

Vice Chairman,
Karachi Branch Council

Syed Babar Ali

Chairman,
Karachi Branch Council

For further details & registration, please visit the website or contact:

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