



inspire Trust

Big Data Analytics  
and Programme  
control advisory

TT Profession

# Big Data Analytics

All companies are in possession of data in their operating and accounting system.

These data are assets and valuable to the company. It can be used to enhance the company profitability through improvements in:

- Operational process
- Product quality
- Market demand prediction

# Big Data Analytics

We will need to transform the data into useful information for decision making process.

This involves the following:

- Identify the areas of improvements
- Data mining
- Transform the data into information
- Information analysis

# Big Data Analytics

Data are available in different sources or different platforms. They are in unstructured manner.

We need to find out any hidden patterns, trends, relationships on the available data. Then transform it into information.

Through the analysis of the information, we could identify the causes of problems or predictions.

# Big Data Analytics

The information from the data is useful for management decision making in:

- Rectify the causes of problems
- Enhance the processes
- Product quality improvements
- Predict the future product demands

# Programme control

Big data analytics is a programme to be implemented by the company.

This programme needs to be properly monitored by the management for successful implementation by the company.

# Programme control

Big data analytics programme control involves:

- Objectives for data analytics
- Scope of work
- Data base availability
- Project team competency
- Availability of analytics tool
- Monitoring from management

# Overview of Big Data Analytics

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
Business understanding	Data understanding	Data preparation	Modelling	Evaluation	Deployment
<ul style="list-style-type: none"><li>• Determining business objective</li><li>• Identifying business problems</li><li>• Assessing the situation</li><li>• Determining data mining goals</li><li>• Producing project plan</li></ul>	<ul style="list-style-type: none"><li>• Collecting data</li><li>• Describing and exploring data</li><li>• Verifying data quality</li></ul>	<ul style="list-style-type: none"><li>• Selecting data</li><li>• Cleaning data</li><li>• Constructing and interpreting data</li><li>• Formatting data</li></ul>	<ul style="list-style-type: none"><li>• Selecting the modelling technique</li><li>• Generating test design</li><li>• Building and assessing the model</li></ul>	<ul style="list-style-type: none"><li>• Evaluating results</li><li>• Reviewing the process and determining the next step</li></ul>	<ul style="list-style-type: none"><li>• Deployment planning</li><li>• Monitoring the plan</li></ul>

# What can we do

We have a team of people to assist you in:

- Business risks identification
- Knowledge in data mining
- IT knowledge in using suitable analytics tool
- Knowledge in analysis of information
- Knowledge in programme control

With the objective for successful implementation of big data analytics programme to achieve business growth.

# Our team of professionals

## **Thomas Tsang**

Thomas has been in public practice since 2003, where he was the partner in charge for public and private companies' audit, initial public offerings audit and assurance work for business acquisitions. He has accumulated extensive audit and assurance experiences from international and mid-tier accounting firms in Hong Kong, China and Singapore.

He possesses the practical knowledges and experiences in risk assessment in operation, financial and corporate governance; business valuation for mergers & acquisitions and for accounting purposes. His dissertation paper subject in his MBA was valuation in Mergers & Acquisitions.

He has been conducting trainings in audit methodology and accounting through structured training courses for staff development. He also provides technical advisory on audit and accounting issues.

### Qualifications:

Public Accountant in Singapore, Approved liquidator in Singapore

FCA (Singapore), FCCA (UK), CPA (HK), CA (ICAEW), MAAT (UK)

MBA (University of Warwick, the UK)

Diploma in International Financial Reporting from ACCA

# Our team of professionals

## **Winston Yeo**

Mr Yeo began his career in public accounting before joining the banking industry, where he was involved in internal audit, financial planning & analysis, credit risk management and corporate finance. Thereafter, he joined a company as Chief Financial Officer and took it to list on the Singapore Exchange. He went on to become the Chief Financial Officer of a group of companies, which became an Enterprise 50 winner.

In credit risk management, Mr Yeo performed data analytics for the consumer banking business. He coordinated the development of application scorecards for approval of credit card applications. He also developed simulation models to control credit risk exposure of mortgage loans. He also analyzed the performance loan portfolios (using SAS programming in a Unix environment) for policy setting and compliance.

### Qualifications:

Bachelor of Accountancy

Fellow Chartered Accountant of Singapore

Graduate Diploma in Systems Analysis

Professional Diploma in Enterprise Risk Planning & Management

Certified Enterprise-wide Risk Manager



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## TT Profession

(Public Accounting Firm registration no.: T19PF0001K)

- One of our professions is Big Data analytics and programme control advisory.
- We are a team of professionals in the provision of tailor-made and client focused service.
- We provide services to business in cost effective and efficient manner.

### **CONTACT**

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