

Data Analytics for SMEs in Kenya

Leveraging on Data to Spur Business Growth

Venue: Mount Kenya University, Parklands Campus | Dates: 2nd – 4th July, 2018



About the Program

The digital revolution has democratized access to information and created new possibilities. 90% of the data in the world today has been generated in the last two years with 2.5 quintillion bytes of data created everyday. More than ever, enterprises are generating a large amount of data through their operations both internally i.e. through ERP-systems or externally via mobile payment, social networks etc.

Question: How can enterprises leverage this data to inform their decision process and increase their return on investment?

Answer: Through Data Science, the creation of knowledge from collected information.

Data analytics offers unprecedented opportunities for business. However, this possibility has largely remained partially or totally unexploited due to lack of requisite knowledge and skills to make sense of the data. Against this backdrop, Mount Kenya University (MKU) in collaboration with µ-Data Analytics Institute (µ-DAI) has crafted this unique program to enable SMEs realize value from business data and make smart business decisions with a view to creating wealth and growing their organizations.

Objective of the Training

This workshop aims to create an awareness about data science among SMEs in Kenya. It also endeavours to equip the entrepreneur with practical skills and tools to help develop data driven business models to build their organizations.

Target Audience

This program is designed for SME Managers and Business Owners interested in discovering and using Data Analytics knowledge to scale up their business models. If you have an understanding of the business process, or you carry out business intelligence and reporting for your company or you deal with numbers, then you're the right fit for this workshop. The goal is to get you up to speed as quickly as possible on Data Science Technology without sacrificing any of the essentials.

Mode of Learning

Simulations, Case studies, Group work, Hands-on application using example datasets, Take-home assignments.

Charges

Ksh. 25,000 per participant (The cost covers the training fee, workshop material, certificate, meals & refreshments for the 2 1/2 days of training.)

Learning Outcomes

By the end of the workshop, Participants should expect to:-

1. Have a deeper understanding of data science methods and familiarity of appropriate tools.
2. Through analytics, gain the ability to evaluate business data in order to make informed decisions.
3. Gain practical and applied knowledge of the core material through applications drawn from business
4. Gain insights about how data science and analytics can be applied in business and how to monetize collected data.

Our Key Trainers

Prof. Peter Wanderi, Director, Quality Assurance and Linkages /Principal Corporate Services, MKU. Approximately 30 years of continued University-based teaching and research; and a certified UNESCO/ Leuphana University (Germany) STEP entrepreneurship trainer.

Dr. Emily Ngubia Kessé, µ-DAI Course Leader. Over 10 years experience as researcher and lecturer, PhD in Medical sciences (Charité - University School of Medicine, Humboldt University Berlin, Germany), MSc. Cognitive Neuroscience (International School for Advanced Studies, Trieste, Italy), BSc. Physics (University of Nairobi).

Dr Lavri Labi, µ-DAI Data scientist. Over 10 years experience in banking and finance, PhD in Statistics and Econometrics (University of Rostock, Germany), MSc. Data Science (Dortmund University of Technology, Germany), MSc. Economics (University of Abidjan, Côte d'Ivoire).

Dr. Arsene Ntiwa, µ-DAI Data scientist. Over 10 years experience in the telecom and airline industry, PhD in Statistics (Dortmund University of Technology, Germany), MSc. Data Science (Dortmund University of Technology, Germany), BSc. Mathematics (University of Dschang, Cameroon)

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