

Data Analytics for SMEs in Kenya Workshop

Mount Kenya  University



Leveraging on Data Analytics to Spur Business Growth



About the Program

The digital revolution has democratized access to information and created new possibilities. The abundance of data has changed the nature of business and 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.

Mount Kenya University (MKU) in collaboration with μ-Data Analytics Institute (μ-DAI) offers this unique program to enable SMEs;

- understand the value of data in today's business
- obtain and maintain a competitive advantage
- make informed, smart business decisions

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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Objective of the Training

This program aims to create an awareness about data science among Small & Medium Enterprises (SMEs) in Kenya. It also endeavors 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. 15,000 per participant (The cost covers the training fee, workshop material, certificate, meals & refreshments for the period of training.)

Workshop Training Schedule

To enable SME's across the country take advantage of this program, workshops have been planned in 5 different counties;

1. **Nairobi**: 2 - 4 July, 2018
2. **Nyeri**: 5 - 7 July 2018
3. **Nakuru**: 17 - 19 Sept., 2018
4. **Eldoret**: 20 - 22 Sept., 2018
5. **Mombasa** + 1 day closing conference: 3 - 6 Dec., 2018

Other Partners:



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