

**SBL Claimable**



# Dun & Bradstreet (D&B) Malaysia Sdn Bhd

**Decide with Confidence**

## D&B Public Training Program

# EFFECTIVE DATA MINING USING FACTS & FIGURES



**Date : 25 - 26 January 2010, 9:00am – 5:00pm**  
**Venue : GUIDANCE VIEW, Mid Valley, Kuala Lumpur**  
**Fee : RM1,288 per person**

### Expected Outcome

At the end of the course, attendees should be able to:

- leverage on the Data Analysis functions available in Excel to perform analysis efficiently and effectively
- clean up and massage data for analysis
- use Pivot Table to analyse data
- use advance filter to extract unique records and more

### Would You Want to Know...

- how to quickly convert raw data into useful information? *Yes / No*
- how to drag & drop data in pivot table? *Yes / No*
- how to extract only the unique data using advance filter? *Yes / No*
- how to create data validation with the source data listed on a separate worksheet? *Yes / No*
- how to creatively use Vlookup and Hlookup? *Yes / No*
- how to merge data from different files? *Yes / No*
- How to creatively integrate various functions in Excel? *Yes / No*



**Business**  
EDUCATION SERVICES

Dun & Bradstreet, a Global network and world leading provider of commercial credit. Apart from Business Education Services (BES) which provides Training and Seminar specializing in Credit Management Program, D&B offers an integrated set of business information which includes Credit Risk Management Services, Business Marketing Services, Receivables Management Services and Market Intelligent Services. Reduce your credit risks with the global information in D&B reports to make more informed decisions on your potential business transactions.

## You will learn :

### REVISIT SMART SPREADSHEET

- Pre-test to determine the level of proficiency to decide the speed and depth of the training scope
- Challenge 1: McApple
- Customisation of Toolbars
- Familiar with Useful Control Keys

**Objective :** Revisit the Core of Excel on how to work Smarter, How to set up User's computer & leverage on short cut keys to be more efficient

### TIDY UP & COMPLETING DATA

- Importing Data: Text-to-Column
  - Delimiter, Best Fit, Fixed Width
- Clean, Trim Data, Substitute
- Upper, Lower, Proper
- Left, Right, Mid
- Max, Min, Large & Small
- Connect the data
- Index & Match Functions
  - Expand beyond Vlookup
  - Queries with 3 Criteria
- Advance Data Validation:
  - Auto Expansion of Data Range
  - Keeping Source Data in different Worksheet

**Objective :** Learn how to quickly download and clean up and creating more data in preparation for analysis.

### SUMMARISE & EXTRACT DATA

- Sorting & Sub-total
- Block Sorting
- Advance Filter, Extracting Unique Records
- DAVERAGE, DCOUNT, DCOUNTA, DMIN
- Countif, Sumif
- VLookup. HLookup
- Creative Application (Vlookup & Match)

**Objective:** Learn to create query table to allow information to be quickly & easily extracted from the pool of data

### SLICE & DICE DATA USING PIVOT TABLE

- Create Pivot Table
- Create Filter
- Show/Hide Subtotal
- Using different Functions:
  - Ave, Sum, Count
- Zoom in the Detail
- Sorting Data
- Data Grouping
- Auto Expansion
- Data Extraction & Quick Fill
- Create Pivot Chart

**Objective:** Slice & dice the data using Pivot Table Creatively

## Profile Trainers



### **BRYAN NG CS**

***BSc(Hon), CA, CIMA, CTM, CL, MSP***

Bryan has effectively helped organisations improve performance through training and consultancy in the areas of Paradigm Shifting, People Management, EQ Management, Smart Technology and Personal Development.

He creates strong ***desire to learn*** among the participants. People who attended his training will ***attain realisation of their own strengths and potentials.***

He advocates **practical, fun and smart learning** throughout his training. **He incorporates various useful techniques and providing simple guidelines in how to leverage on technology to manage and calculate financials and analyse data effectively.**

**Incorporating technology into data and financial analysis have made the preparation easier. Managers can now spend more time analysing, interpreting and performing what-if analysis which allow them to make better decisions.**

***Bryan Ng is also a professional*** member of the Malaysia Association of Public Speakers and President of Speecom Toastmaster, Sri Damasara Club.

He has extensive management and financial experience, while he was a Corporate General Manager of a Trading House, he successfully converted a family run business into a Company with young graduates and qualified professionals managing over 10 different agencies, with an annual turnover of RM280 million, for sales and distribution via Dealers, Wholesalers and Hypermarkets.

# REGISTRATION FORM

Kindly complete this form and fax it to (03) 7966 6801  
or email it to [seminar@dnb.com.my](mailto:seminar@dnb.com.my)



Decide with Confidence

Course Title **Effective Data Mining with Facts and Figures**

Course Date **25 - 26 January 2010**

Duration: 2 days

Venue **Guidance View, Mid Valley, Kuala Lumpur**

## Company Details

Company Name \_\_\_\_\_

Office Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone (O) \_\_\_\_\_ (HP) \_\_\_\_\_

Email \_\_\_\_\_

## Invoicing Details

Full Name \_\_\_\_\_

Designation \_\_\_\_\_

Billing Address  
(if different from above) \_\_\_\_\_

## Trainee Information

**1**  
Name \_\_\_\_\_

Telephone (O) \_\_\_\_\_ (HP) \_\_\_\_\_

Email \_\_\_\_\_

Designation \_\_\_\_\_

**2**  
Name \_\_\_\_\_

Telephone (O) \_\_\_\_\_ (HP) \_\_\_\_\_

Email \_\_\_\_\_

Designation \_\_\_\_\_

## Course Fee

The investment includes lunch, refreshments and training material. Certificate of Attendance will be presented upon completion of course

Early Bird Discounts : 5% discounts entitlement for registration before 25<sup>th</sup> December 2009

Fee (per pax)	Discounted Fee (before 25/12/2009)	No. of Pax (s)	Total Fees (RM)
RM1,288	RM1,223.60		

## Payment details

Invoice will be sent out upon confirmation of course. Payment required before commencement of course.

Payment Method (please select one):

Cheque – please make payable to: Dun & Bradstreet (D&B) Malaysia Sdn Bhd

Bank: \_\_\_\_\_ Cheque No: \_\_\_\_\_

Unit Deduction

Subscriber No: \_\_\_\_\_ No. of Units: \_\_\_\_\_

## Registration Terms & Conditions

Registration forms must be completed and submitted before the commencement of the course

**Substitution** of participant(s) is allowed provided D&B is notified in writing with the name and designation of the new participant prior to the commencement of the programme.

**Cancellation** of registration by participant is subject to the followings :

Seven (7) working days and above prior to commencement, 10% of course fee will be charged as administration fee.

Less than seven (7) working days prior to the commencement, 50% of course fee will be charged.

Within (1) day or no notification is received by the commencement date, the full course fee will be charged.

### Non-Attendance

If participant fails to attend a programme, a full course fee will be charged

### Change of programme date, training facilitator or venue

D&B reserves the right to make alternative arrangements to the above without prior notice to participants. However, every effort will be made to inform the participant of the changes.

### Additional Expenses

D&B shall not be responsible for any additional expenses incurred by any participant(s) in the course of attending the programme.

I, the undersigned, have read and understood the Registration Policy and accept the terms contained therein.

Name of Authorized person : \_\_\_\_\_

Designation : \_\_\_\_\_ Signature : \_\_\_\_\_

Company Stamp :