IIR CONFERENCES & TRAINING

A DIVISION OF IIR HOLDINGS LTD.

Dear Business Executive,

The advent of information technology, the Internet and globalisation has allowed businesses to access information from a wide variety of sources. This has led to many organisations being flooded with data. Do you know how to use data stored at your organisation for competitive advantage?

The size and complexity of many databases make the extraction of practical and essential information difficult and laborious. Basic statistical and analytical tools can assist you with identifying the critical data on which to base your business decisions.

Using Data Analysis For Business Decisions teaches you all the methods required to make better business decisions and identify significant business opportunities based on facts and data as opposed to gut feelings.

By the end of this course you will be able to think statistically, employ proven techniques to analyse and make use of the powerful information embedded in your organisation for competitive advantage.

Reserve your place NOW by simply faxing the registration form on the back of this brochure to +971-4-3518604, phone our registration hotline on 971-3528400 or email register@iirgulf.com

Don't miss this opportunity to attend this cutting edge event which I am positive will be of direct and measurable benefit to you and your organisation.

Yours faithfully,

Joanna Savagar
Event Manager

PS. Send three delegates from the same company and get the 4th delegate FREE!

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Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the Venue and/or Speakers.

FIVE EASY WAYS TO REGISTER

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Dubai 971-4-3518604
Dubai IIR Holdings Ltd. PO Box 21743, Dubai, United Arab Emirates
Bahrain GCS/IIR Holdings Ltd. P O Box 13977, Muharraq, State Of Bahrain
Dubai register@iirgulf.com
Dubai www.iirgulf.com/business

WHERE? **Le Meridien (Airport) Hotel, Dubai**
Tel: 971-4-2824040 Fax: 971-4-2825540
A discounted room rate is available for IIR delegates. Please contact the Hotel directly to make your reservation.

WHEN? **15 - 18 June 2002**

HOW MUCH? **US$ 2,495 / Dhs 9,163 - 4 Days**

EARLY BIRD DISCOUNT
Save US$ 100 if you book before 28 April 2002 - US$ 2,395 / Dhs 8,795

Send 3 delegates from the same company and get the 4th delegate FREE!

Fees include documentation, luncheon, refreshments and a certificate of attendance.

PAYMENTS

☐ **Please tick if you would like to pay by Visa, Mastercard or American Express.** A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US$. Please note that all US cheques and draft should be drawn on a New York bank and an extra amount of US$ 6 per payment should be added to cover bank clearing charges. **All payments should be in favour of IIR Holdings Ltd.**

CANCELLATION

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a $200 service charge will be payable. Registrations cancelled less than 7 days before the event must be paid in full.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Number of employees at your site:
0 - 49 ☐ 50 - 249 ☐ 250 - 499 ☐ 500 - 999 ☐ 1000+ ☐

Please indicate the nature of your business: Public Sector ☐ Financial ☐ Retailing ☐ Distribution ☐ Services ☐ Technology ☐ Construction ☐ Oil & Gas/Chemical ☐ Utilities ☐ Manufacturing ☐
Other (Please specify) _____

FUTURE EVENTS: Please send me details of any relevant future IIR events
BY MAIL ☐ **BY E-MAIL AT** _____

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Using Data Analysis For Business Decisions

REGISTRATION FORM

Please do not remove this label

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If your address above appears incorrectly, please fill in the correct details below

❑ YES. Please register the following delegate/s for
Using Data Analysis For Business Decisions
(for additional delegates please photocopy this form)

1 Name (Mr/Ms) _____
Position _____
Department _____

2 Name (Mr/Ms) _____
Position _____
Department _____
Company _____
Address _____
_____
Country _____ ZIP Code _____
Tel: _____ Fax: _____
Approving Manager _____
Position _____
Department _____
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Position _____
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PG M100

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Developing your skills for tomorrow

Using Data Analysis For Business Decisions

Powerful analytical tools to identify, create and implement solutions that will improve your business productivity

15 - 18 June 2002, Le Meridien (Airport) Hotel, Dubai

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Attend this dynamic event and be able to:

- Identify and extract business critical data from your business information
- Use proven data analysis tools to make informed judgements and decisions
- Use data mining techniques for competitive advantage
- Use statistical thinking and methods to unleash the powerful information contained in data

Who Should Attend:

- Marketing Directors, Executives, Managers, Analysts • Product Managers
- Brand Managers • Account Managers • Business Development Managers
- Business Analysts • Financial Managers • Research And Development Managers
- All Managers, analysts who are required to work with large amounts of information and data

Course Objectives:

This programme is designed to provide the tools and techniques to analyse data stored within your organisation to identify, create and implement solutions that will improve business productivity and empower you to make key business decisions.
The course will provide you with the tools to:

- Understand the strategic value of data and statistics within the context of real problems
- Make informed judgements and improvements with data analysis
- Perform simple quantitative analyses
- Improve business performance by identifying and understanding business processes, collecting appropriate data for a specified purpose, recognising limitations in existing data, graphically analyse data using basic tools, and derive actionable conclusions from data analyses
- Benefit from data mining techniques to make strategic decisions for the future
- Examine the various methods of data modelling, and competitive advantages. This enables you to make better business decisions based on information hidden in your business data

Course Style

The course style encourages participation and uses a mixture of workshops, individual learning exercises and trainer led sessions to ensure delegates gain maximum benefit and can rapidly translate the methods into the work place. In addition, throughout the course practical demonstrations illustrating the concepts and methods will be given as well.

Using Data Analysis For Business Decisions

Course Timings: Registration for the course starts at 8:00 on the first day. The course will commence at 8:30 and finish at 14:30 on all four days, with breaks for refreshments at appropriate intervals. Lunch will be served at 14:30 at the close of each day.

Day 1 - Saturday, 15 June 2002

Statistical Thinking

Much about the business world has changed in recent years, largely due to the developments and influence of information technology and global competition. Indeed, many businesses today find themselves "drowning" in data, yet many professionals' lack the ability to harness the data for competitive advantage. Statistical thinking and methods are the keys to unleashing the powerful information contained in data. Global competition has grown even more pervasive through the Internet, requiring businesses to improve rapidly and continuously. Clearly, the need to utilise statistical thinking for tangible business improvements is greater now than ever before.

- What is statistical thinking?
- Improving performance and quality through the use of statistical thinking
- How to apply statistical thinking effectively in your organisation
- Relation between statistical thinking and statistical methods
- What happens if you do not use statistical thinking?
- What does a broad application of statistical thinking look like?
- How to develop statistical thinking capability in your organisation

IN-HOUSE TRAINING: IIR is happy to organise a range of training courses for your company. If you would like to take advantage of this service, please contact **David Stuckey** or **Gael MacLeod-MacLean** on 971-4-3512777.

Business Statistics

Business statistics is the science of "good" decision making in the face of uncertainty. The following illustrates the statistical thinking process based on data, in constructing statistical models for decision making in uncertain conditions. Data becomes information, when it becomes relevant to your decision and problem. Information becomes fact, when the data can support it. That is why we need business statistics and particularly statistical data analysis.

- Introduction and motivation
- What is business statistics?
- Why is statistical data analysis needed?
- An outlook

Day 2 - Sunday, 16 June 2002

Visual Display Of Quantitative Information

We try to make our ideas "clear", to bring them into "focus", to `arrange' our thoughts. Key to our understanding of data and information is how it is presented. An overview of data visualisation will be given, and using real examples the basic methods and principles to help you to realise the potential of data visualisation will be illustrated. You will find many tips and a lot of advice about how to create powerful statistical graphics.

- Introduction and motivation
- History of plots
- The power of graphics
- Principles of graphical excellence
- Graphical integrity
- Graphical perception
- Principles of graph construction

Exploratory Data Analysis

Exploratory data analysis is an approach to data analysis that employs a variety of techniques to maximise insight into a data set; uncover underlying structure; extract important variables; detect outliers and anomalies; test underlying assumptions and determine optimal factor settings.

- Introduction and motivation
- What is exploratory data analysis?
- How does exploratory data analysis differ from classical data analysis?
- Tools and data types
- Characterising and summarising the data
- Examining univariate data
- Examining relationships
- Multivariate data displays

Day 3 - Monday, 17 June 2002

Statistical Inference And Methods For Business Decisions

The typical business executive has access to large quantities of data obtained from a variety of sources. This data may contain information that is useful to make decisions. However, the size and complexity of many databases make the extraction of practical information difficult without the use of statistical methods. Statistics is an area of science concerned with the generation of data, the analysis of data, and finally the use of data for decision making.

- Introduction and motivation
- Statistical decision making: estimation
- Quality of a 'good' estimate
- Statistics with confidence: confidence Intervals
- Statistical decision making: test of hypotheses
- Analysis of variance
- Distribution-free tests

Regression Analysis: Planning, Development, And Maintenance

Many problems in analysing data involve describing how variables are related. The simplest of all models describing the relationship between two variables is a linear, or straight-line, model. Starting with the latter, the course gives you also an introduction to more advanced regression techniques.

- Introduction and motivation
- Correlation
- Regression analysis
- Cautions about regression and correlation
- A look forward

Day 4 - Tuesday, 18 June 2002

An Introduction To Data Mining

Data mining is the data analysis component of "Knowledge Discovery in Databases" (KDD). KDD encompasses all steps from the collection and management of data through to data analysis. With data mining, companies can analyse customers' past behaviours in order to make strategic decisions for the future. This section is an introductory and practical guide to mining business data to help marketers and business managers focus their marketing and sales strategies. An explanation of how each mining technique works and what kinds of business problems each one can solve will be provided.

- What is data mining?
- What is the data mining process
- Data mining functions
- Data mining techniques
- Applications
- Customer relationship management trough data mining
- Additional information and resources

Meet Your Course Leader

Dr. Diego Kuonen is CEO and applied statistician of Statoo Consulting. Located in Lausanne, Switzerland, Statoo Consulting is a consulting firm specialising in statistical consulting and training, and data analysis services.

Dr. Diego Kuonen graduated from the "Institute of Mathematics" at the "Swiss Federal Institute of Technology Lausanne" (EPFL) in Switzerland, and in 2001 he received the degree of "Doctor in Science". It is the highest degree delivered at the EPFL. Both degrees were obtained for outstanding works in applied statistics, mainly in the interface of statistics and computer science.

In the statistical and computer science world, he lives and works on the cutting edge. He has several years of experience in statistical consulting and computing, resulting in fruitful collaboration and published articles in several peer-reviewed. In addition, he also has several years of experience in teaching and training, and besides working for Statoo Consulting he is still lecturer in applied statistics at the EPFL.

His professional memberships include the "Association for Computing Machinery Special Interest Group on Knowledge Discovery in Data and Data Mining", the "Institute of Mathematical Statistics", the "American Statistical Association", the "Statistical Consulting Section" of the latter, the "International Biometric Society" and the "Swiss Statistical Society". Currently, he is also member of the committee of the "Swiss Statistical Society".

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