



Ms. Qistina Batrisyia
Binti Azman Shah
Professional,
AI Operation

REPORT

Industry Talk 2

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- Workplace Culture and Tips

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CONTENT OF THE TALK

Description of the System Development



Analytics serves the objective of assisting relevant parties in making informed decisions by gaining crucial insights through system analysis. It mostly involves studying patterns, trends, or other significant information found in huge collections of data in an effort to comprehend them. Data scientists, data engineers, business analysts, and data analysts are a few examples of occupations in analytics.

History of Ms.Qistina



From 2016 to 2020, Ms.Qistina had her degree program Bachelor Of Computer Science(Data Engineering) in UTM. From 2019 to 2020, she had her industrial training for being a Social Media Data Analyst at TMONE. From 2020 to 2022, she become a fulltime-employee as Social Media Data Analyst and Data Engineer at TMONE. From 2022 until now, she work as a Analytics Delivery in AI Operation at Credence.

Technology and Tool use in Credence's system development



Credence utilizes a diverse technology stack for system development, including tools like PostgreSQL for database management, Tableau, Power BI, Metabase, and Superset for visualization, Apache Airflow for data orchestration, and programming languages such as SQL, Python, and Bash Syntax. Cloud platforms like Microsoft Azure, AWS, and VMware play a significant role, and the inclusion of Apache Kafka suggests a focus on real-time data pipelines. Continuous integration and deployment tools ensure a streamlined development process, reflecting Credence's commitment to delivering effective analytics solutions with adaptability to industry trends.

Workplace Culture in Credence & Tips given by Ms. Qistina



The significance of teamwork and effective communication in the workplace culture at Credence is evident. Qistina's portrayal of a close-knit community, where employees are encouraged to voice their thoughts and seek career development, paints a picture of an empowering and supportive work environment. The celebration of success and recognition through bonuses further contributes to a positive workplace culture.

Qistina's advice to aspiring professionals highlights the importance of confidence and resilience. Her personal experience of seeking help and learning from colleagues underscores the collaborative nature of the analytics field. The encouragement not to give up, especially when facing challenges, stand up once we fail, try to find the problem and fix it.

Reflection from us

Chong Lun Quan



Given the insights shared by Qistina about her journey in the analytics industry, I would approach becoming a system developer in the next four years by adopting a proactive and growth-oriented mindset. By adopting continuous learning, building technical skills and project involvement, I aim to evolve into a skilled and adaptable system developer over the next four years, embracing challenges and contributing meaningfully to the ever-changing landscape of technology.

Chew Zhuo Heng



From this talk, I learnt a lot new things that related to system development and analytics that I never learn before. This talk gives me a view of the career opportunity that I might involve in after 4 years of study in UTM. The tips given by Ms.Qistina definitely get me on the right track towards my goal, it will definitely be very useful for me in my next 4 years of study. I feel grateful to attend this talk when I am in my first year, it will play a huge role to impact me to be a better student.

Mohamad Samy Aridhan Hon Bin M.Amin Hon



After hearing this talk, I have understood what analytics is and why it plays a crucial role in the work field. The fact that almost everything around us is the results of analytics is fascinating to me and it opens my eyes once I realize how big of an impact it can have on the world. Before this talk, I've never heard of analytics, let alone being interested in it. But now, thanks to the industry talk, I've developed interest in this career and it is a potential career path for me that I would never know about otherwise. I'm thankful to UTM for giving me and other students the opportunity to get exposure on the real work field even when I'm still year 1.

Ali Eslam Essameldin Hashish



In my next four years of studying programming, I hope I have already mastered the basics of system development and be able to program simple games like Snake, Tik Tak Toe, and Tetris. It would also be really helpful if in the next four years I can easily make a website for almost anything. The industry talk taught me about so many important factors in the world of programming, for example, when they showed us how important and useful it is to be or there to be an analytic in the engineering business.

Alwaeli AMR Khaled Abdo



My reflection highlights the critical importance of data analytics in managing the overwhelming volume of internet-generated data for businesses. It explains the necessity of analytics professionals in storing, manipulating, and extracting insights from this data to maintain the online services, and media platforms. It also highlights various analytics career paths and the great part that the programming languages such as SQL play in data management.