Why AMPBA?( Advanced Management Programme in Business Analytics)

I think of business analytics as the field focused on how to use data and models to make better business decisions.  Data Science uses many similar tools (e.g. machine learning) but the set of questions they seek to answer are often different.  You can think of business analytics as ‘data science for business.

With a constant demand and an ever-increasing focus on developing new insights based on the data and statistical analysis along with an understanding of business performance, I was looking for a programme to help me scale up my knowledge and improve my skills