GROUP PROJECT SECP 1513 SEC 15

TECHNOLOGY AND INFORMATION SYSTEM

TOPIC: SYSTEM DEVELOPMENT @ CREDENCE (TM SUBSIDIARY)

LECTURER'S NAME: DR HALINAWATI

REPORT ON INDUSTRY TALK 2

PREPARED BY:

NAME	MATRIC ID
WAN AISHAH BINTI MEGAT SHAIFUL	A23MJ5044
EIKLILMYNIZA NASH BINTI NASHRUDDIN	A23MJ5066
DANESWAARY A/P PALANY	A23MJ5049

- **Description and history of the System Development in Credence**

On the 28th December 2023, Software Engineering Students of UTMKL had an Industrial Talk 2, System Development @ Credence (TM Subsidiary). Credence is a forward-thinking company specializing in analytics and AI operations, rooted in the speaker's academic journey in Computer Science (Data Engineering) at UTM from 2016 to 2020. The speaker's career started as a Social Media Data Analyst at TMONE during industrial training, evolving into roles as a Social Media Data Analyst and Data Engineer until 2022. Now, in the role of Analytics Delivery and AI Operation specialist at Credence, continuous learning and building professional connections are key. Analytics, for Credence, means systematically analyzing data for valuable insights using processes like data collection and transformation. The company thrives on diverse data sources, including social media and external platforms. Credence values varied career paths in analytics, from business analysts to data scientists, and emphasizes a supportive workplace culture, encouraging open communication, continuous learning, and celebrating success. In essence, Credence leads in analytics, fostering innovation and empowering its team in a positive, collaborative work environment.

- **Technology and Tools**

There are multiple technologies that have been used in Credence's system development for each section such as for the **Database/ Online Analytical Processing (OLAP)** section for data entry, storage, and retrieval. Database management solutions enable users to handle vast amounts of data. The tools are PostgreSQL, Click House and Druid. For **Visualization tools**, users may tell captivating and educational tales that share data insights with a larger audience, simplifying and gaining a better understanding of difficult material. They use Tableau, Power BI,Metabase and Superset. For **Extract, Transform, Load(ETL)/ Extract, Load, Transform (ELT)**, they use Airflow and Spark. It is for data migration to ensure data continuity and consistency while transferring data from one system to another. Lastly, their programming language is Bash Syntax, Python and SQL. **Programming language** tools are used to develop, maintain, and support software applications.
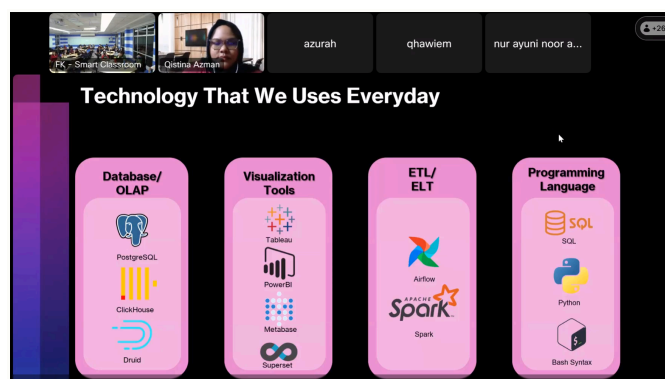
Figure 1.1 shows the technology that they use in Credence

- **Reflection.**

I will be a system developer in the next four years by acquiring professional experience with Work on real-world projects, taking part in internships during my third year studying in MJIIT, or making contributions to open-source initiatives to acquire professional experience on GitHub. Secondly, by keeping up with industry trends. I will attend conferences and seminars that are conducted by MJIIT, read trade journals, and engage in online forums to stay abreast of the newest developments in technology, best practices, and industry trends. - **Wan Aishah**

Looking ahead to the next four years, my aim is to become a proficient system developer by building on my degree in Computer Science (Software Engineering). Having an experience during my industrial training in my third year will make me feel confident in pursuing this field. I plan to deepen my expertise in data analytics by honing skills in handling large datasets and staying abreast of the latest tech trends. Exploring various roles within the analytics industry, such as data architecture and visualization, is part of my growth strategy. I aspire to be a skilled developer, expand my experiences and stay proactive in adapting to industry advancements. - **Eiklil**

Seeing the creative work accomplished at organizations like Credence motivates me as I start my career as a system developer. The strength of data-driven decision-making is demonstrated by their usage of state-of-the-art tools and technologies in analytics and AI operations. I can't wait to take what I can from their methodology and use it in my work. I intend to concentrate on gaining professional experience as well as keeping up with industry developments during the following four years. To obtain practical experience with system development, I will look for opportunities to work on real-world projects, either through internships or contributions to open-source software. My area of passion and desire for further growth is the application of data analytics to system development. This involves enhancing my ability to manage huge datasets and remaining up to date with emerging technological advances. At the end of the day, I want to be an expert system developer who is proactive in keeping up with changes in the business and dedicated to lifelong learning. I'm eager to explore what this rapidly developing field has in store for me. - **Daneswaary**