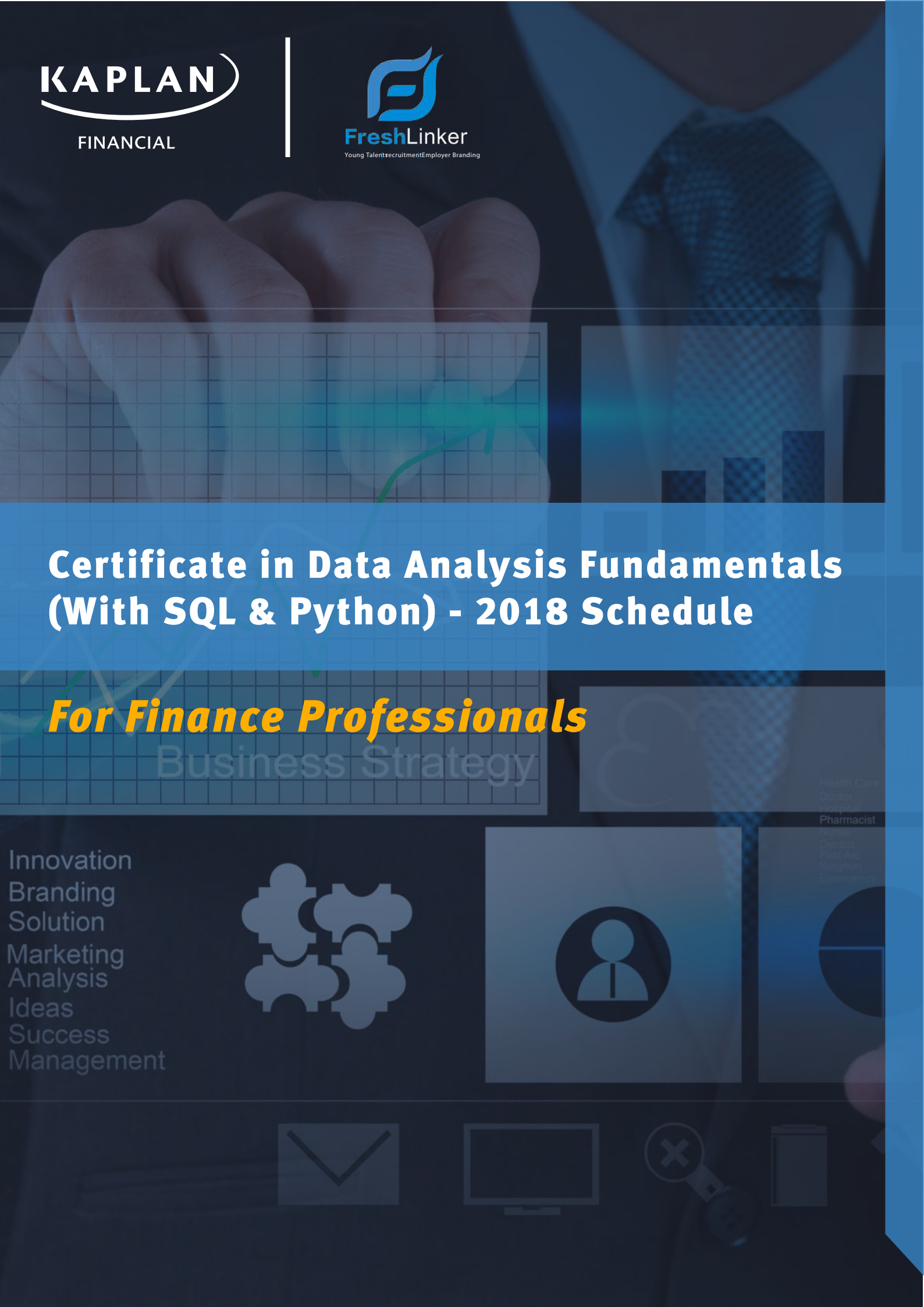
KAPLAN FINANCIAL

FreshLinker
Young Talentsecruitment Employer Branding

Certificate in Data Analysis Fundamentals (With SQL & Python) - 2018 Schedule

For Finance Professionals



Course Details

Certificate in Data Analysis Fundamentals (With SQL & Python) – *14hours*
For Finance Professionals

Class A (Weekday class)

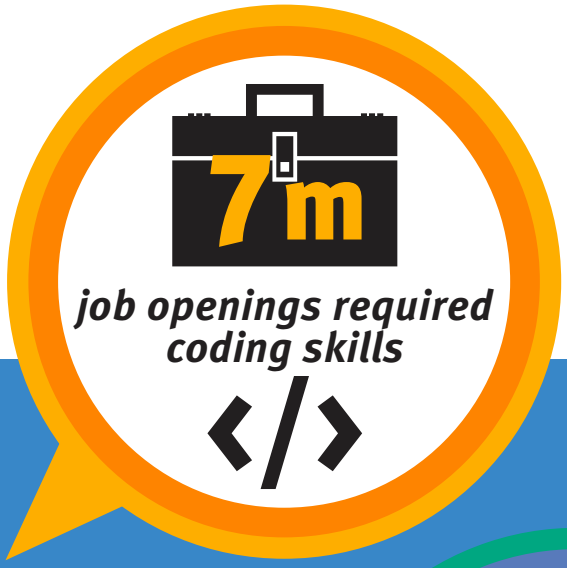
Date: 13, 15, 20, 22,27 Mar
Time: 7:30pm – 10:30pm for 13, 15, 20, 22 Mar
7:30pm – 9:30pm for 27 Mar

Class B (Weekend class)

Date: 2, 9 Jun
Time: 9-12pm, 1-5pm

Venue: Kaplan Campus
Fee: $4,200
Trainers: Patrick Tsoi/ Simon Mok

Market Information



- *Coding skills are in high demand*
- *Coding jobs pay more*
- *Coding skills are not just for programmers*



Who should attend?

- *Finance professionals who want to make a move in their career from Finance to FinTech*
- *IT professionals from non-finance background*
- *IT professionals in banking industry who would like to enhance programming skills*
- *People from different industries who would like to switch their career to FinTech*

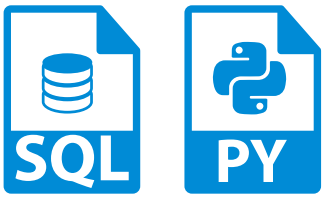
Course Overview

Once you got the financial data you need, you would then use Python and various Python-related tools to harvest insights from your data to get a competitive edge, whether it is in creating data-driven financial models for business valuation, business analysis, risk management or simply create beautiful data visualizations to represent your financial data.

Unlike any other Data Analysis courses, this course focuses on SQL & Python specifically for finance professionals, helping you to be familiar with the most in demand tech skills in the 21st century and how you can apply these skills to your areas of expertise, whether it is portfolio analysis, financial trading, risk management or FinTech. You will learn the practical applications of the theoretical methodologies where you will blend technology and finance into construction of a model. This is a challenging course where you are expected to learn quickly.

Subjects and topics include:

- ***Introduction to SQL***
- ***Advance SQL***
- ***Python for data analysis (For Finance)***
- ***Python pandas and visualization tool (For Finance)***



Highlights

- ***Extract and clean data in different occasion like for the changing trend of stock market***
- ***Use SQL for the comparison of a large amount of statistics and create complicated graph easily for more clear presentation.***
- ***Learn how to blend technology and finance into construction of a model***

Final Project (Finance related)

For the Data Analysis course, you will learn how to collect, clean and analyze a data set to solve a real-world problem. You will obtain a real-world data set, form a hypothesis about it, clean, parse, and apply modeling techniques and data analysis principles to ultimately create a predictive model using Python and SQL.



Presentation style appropriate to both technical and non technical audience alike

Students present their results and each write a report that includes the following:

- ***Clearly articulated a problem statement***
- ***Summary of data acquisition, cleaning, and parsing stage***
- ***Clear presentation of your predictive model and the processes you took to create it***
- ***Presentation style appropriate to both technical and non technical audience alike***

As you complete stages of your final project, you will be required to present materials and receive feedback from your instructional team, classmates as well as industry experts.

Trainer Description

Patrick Tsoi

BSc Systems Engineering and Engineering Management, CUHK (1997), MSc IT Education, HKU (2004)

As the lead trainer of FreshLinker Academy, Patrick has 20+years in the IT training field. Patrick's work include complex projects applying data science, and software development to different aspect of value chains as well as participating with research teams, on field such as Internet of Things, Natural Language Processing and Digital Signal Processing. He has extensive experience in designing and building computer vision solutions and real-time applications.

Patrick is a frequent visiting lecturer/part time trainer at HKPC, The City University of Hong Kong, IVE, HKU Space, CITA and SPARE Learning Centers.

Patrick is also the Chief Learning Officer of Sunon Technology HK Limited (A Hong Kong subsidiary of the Shenzhen –listed E-learning company: Sunon Learning).

Simon Mok

M.Phil. Computer Science, HKU (2008), MSc, Computer Science, CUHK (2010)

As one of the core trainers at FreshLinker IT Academy, Simon also works as a software development team manager as well as a professional IT trainer. Simon's work include complex projects specializing in IT service management, full-stack web-based and mobile apps development, software testing, Internet security, AWS web services, big data, databases and NoSQL.

He is a holder of many professional qualifications from Microsoft (MCSE, MCSD), Oracle (MySQL and Oracle databases), Exin (ITIL, ISO 20000), and more. On top of his training role at FreshLinker IT Academy, he is also a frequent trainer at the HKPC and various private enterprises, both domestically and internationally.

FAQ

i. WHY is this course useful?

ii. WHAT practical skill sets can I expect to have upon completion of the course?

iii. WHAT do I need?

i. It is apparent that data is now a vital part of every financial firm. That being said, to be successful in today's competitive landscape, businesses could be making more data driven decisions if this vast amount of data was more deeply analyzed through the use of data science. This data analysis course provides the tools, methods, and best practices to enable you to make accurate predictions about data, which ultimately leads to making better decisions.

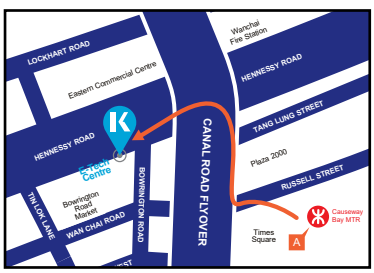
ii. This course will teach you how to use large data sets to make decisions. Using SQL and Python, you will learn how to collect, clean and analyze data from multiple sources including the web, a local file and a relational database. You will be equipped with technical skills in algorithms and data modeling which allow you to make accurate predictions about your data.

iii. Please come prepared with laptop equipped with Microsoft excel.

Kaplan Financial (HK) Limited

G/F to 3/F, E-Tech Centre, Nos 402-406 Hennessy Road, Wanchai, Hong Kong
(Causeway Bay MTR Exit A)

Tel: (852) 2526 3686 **Email: hkfmkt@kaplan.com**
Fax: (852) 2501 0589 **www.kaplan.com.hk/financial-markets**



FreshLinker

Tel: (852) 3547 2513 **Email: hello@freshlinker.com** **https://freshlinker.com**