



Competing on Business Analytics and Big Data

7th to 11th October 2019

As digital technologies continue to transform the marketplace, companies across the globe are collecting an enormous amount of data. Unfortunately, many of these same businesses lack the talent and structure to turn big data into a competitive advantage. Focused on improving analytics capabilities and organizational efficiency, this program explores how market-leading companies are using consumer data to reshape their companies and industries. The participants will be equipped with the analytical skills to harness the power and potential of big data and create more value for their company

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Big Data in Business	Predictive Analysis & Efficiency	Data Security	Digital Marketing	Case Studies
Afternoon	Building data generators	Competitive Business Models	Lead Management	Visit to E-commerce Company	Summary of the program for Posts



Ms. Yu Yan started her postal career in 1995, entered into the International Business Department in EMS China. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R). Ms. Yu have strong desire and enthusiasm, to build the experience and thoughts that she have learned into the training material, to help member countries in the Asia-Pacific region to better meet the demand of

