<table>
<thead>
<tr>
<th>Name of RIG</th>
<th>BUSINESS DATALYTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Code</td>
<td>CoRe164/T5/2018(13)/ACC(32)</td>
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<td>5</td>
</tr>
<tr>
<td>Leader</td>
<td>Dr. Wan Fairos Wan Yaacob</td>
</tr>
<tr>
<td>CoRe</td>
<td>Advanced Computing &amp; Communications</td>
</tr>
<tr>
<td>Registered Faculty</td>
<td>Faculty of Computer &amp; Mathematical Sciences</td>
</tr>
<tr>
<td>Registration Date (Senate Approval)</td>
<td>6th September 2018</td>
</tr>
<tr>
<td>UiTM Niche Area</td>
<td></td>
</tr>
<tr>
<td>RIG Niche Area</td>
<td>Intelligence Datalytics, Business intelligence and Analytical Modelling</td>
</tr>
</tbody>
</table>
Overview

• Business Datalytics (BDLTc) Research Group focus on cross-disciplinary research to meet the challenge of blooming big data analytics industry. This research group aims to provide analytics platform to facilitate solution for business organization. The research focus area are but not limited to i) Intelligence Datalytics, ii) Business Intelligence and iii) Analytical modelling.

Objectives of BDLTc

• To integrate expertise from data analytics including, predictive modelling, data mining, text mining, spatial mining, image mining or any substantive discipline.
• To provide training and consultancy service in the area of data analytics.
• To develop talent in the area of business data analytics.
Niche Area and Relevance of RIG

**Intelligence Datalytics**
- Deep learning (Data and Machine learning solution in Retailing, Finance, Health and etc.)
- Data transformation, analysis, Software as Service.

**Business Intelligence**
- Business reporting, market and business trend.
- Providing intelligent decision for massive company data by analyzing business data warehousing.
- Forecasting business trend for retailing, supply chain supported by big data.

**Analytical Modelling**
- Fundamental Data mining techniques and applications in business and industry covering supervised and unsupervised techniques.
- Predictive modelling for structured data.
- Data mining techniques for unstructured data.
<table>
<thead>
<tr>
<th>Name of Leader &amp; Members</th>
<th>Faculty &amp; Staff No.</th>
<th>Qualification</th>
<th>Area of Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR. WAN FAIROS WAN YAACOB</td>
<td>173160</td>
<td>PhD STATISTICS</td>
<td>PANEL COUNT MODEL, STATISTICAL MODELLING, DATA MINING &amp; ECONOMETRICS</td>
</tr>
<tr>
<td>DR. SYERINA AZLIN MD NASIR</td>
<td>186597</td>
<td>PhD INFORMATION TECHNOLOGY</td>
<td>DATABASE TECHNOLOGY, DATA ANALYTICS, ONTOLOGY CONSTRUCTION AND MAPPING</td>
</tr>
<tr>
<td>DR. NOORIHAN ABDUL RAHMAN</td>
<td>190923</td>
<td>PhD COMPUTER SCIENCE</td>
<td>SOFTWARE ENGINEERING, REQUIREMENT ENGINEERING AND MANAGEMENT, SOCIAL INTERACTION &amp; COLLABORATIVE APPLICATION</td>
</tr>
<tr>
<td>DR. SHAHSUZAN BIN ZAKARIA</td>
<td>250818</td>
<td>PhD FINANCIAL RISK MANAGEMENT</td>
<td>FINACIAL RISK MANAGEMENT, EFFICIENCY MEASUREMENTS</td>
</tr>
<tr>
<td>PM DR. MAHERAN ZAKARIA</td>
<td>136835</td>
<td>PhD AUDIT &amp; ETHICS</td>
<td>AUDIT, ETHICS, ZAKAT, ACCOUNTING EDUCATION</td>
</tr>
<tr>
<td>DR. WAN ZAKIYATUSSARIROH WAN HUSIN</td>
<td>174703</td>
<td>PhD STATISTICS</td>
<td>STATISTICAL DEMOGRAPHIC, MORTALITY MODELING AND FORECASTING, TIME SERIES MODELLING, EXPERIMENTAL DESIGN AND ANALYSIS</td>
</tr>
<tr>
<td>DR. NORSHAHIDA SHAADAN</td>
<td>149588</td>
<td>PhD STATISTICS</td>
<td>ENVIRONMETRICS</td>
</tr>
</tbody>
</table>
RIG Activities

**RESEARCH**

- Predicting Students' Gpa Via Educational Data Mining – GRANT ARAS 600-IRMI/DANA 5/3/ARAS (0026/2016); RM10,000
- Cloud Applications On Organizing Collaborative Classroom Activities – ARAS 600-IRMI/DANA 5/3/ARAS (0064/2016) RM10,000
- Prediction Model Through Sentiment Analysis for Accuracy of Oil Price Prediction - GRANT FRGS2018 t: RM73,200
- Introduction Of Citizen Experience Analytic Service (Ceas) For Innovating Ict Usage On Infrastructure For Small And Medium Enterprises (SMEs) In Rural Areas - ASIA-PACIFIC TELECOMMUNITY GRANT-(SUBMITTED)

**PUBLICATION**

VISITING LECTURE AT INSTITUT TEKNOLOGI BANDUNG (ITB), INDONESIA

• VISITING LECTURE ON DATA MINING IN ACTUARIAL SCIENCE | 21.11.2018 – 22.11.2018
  • INTRODUCTION TO BIG DATA
  • SUPERVISED AND UNSUPERVISED DATA MINING
WORKSHOP ON DATA MINING USING RAPID MINER IN ACTUARIAL SCIENCES AT INSTITUT TEKNOLOGI BANDUNG, INDONESIA

• DATA MINING WORKSHOP | 23.11.2018 – 24.11.2018
• DATA PREPARATION
• SUPERVISED VS UNSUPERVISED DATA MINING
• PREDICTIVE MODELLING
• CLUSTERING AND ASSOCIATION ANALYSIS
GUEST SPEAKER AT KOMATSU. JAKARTA, INDONESIA

- INVITED GUEST SPEAKER AT PT KOMATSU INDONESIA, JAKARTA (MANUFACTURER OF HEAVY VEHICLE) | 29.11.2018
- INTRODUCTION TO DATA ANALYTICS
- SUPERVISED DATA MINING
- PREDICTIVE MODELLING
- UNSUPERVISED DATA MINING
GUEST LECTURE ON DATA MINING AT UNIVERSITAS LANGLANGBUANA, INDONESIA

- GUEST LECTURE ON DATA MINING AT UNIVERSITI LANGLANGBUANA, BANDUNG, INDONESIA | 27.11.2018

INTRODUCTION TO DATA ANALYTICS – DR SYERINA AZLIN MD NASIR
SUPERVISED DATA MINING, PREDICTIVE MODELLING – DR WAN FAIROS WAN YAACOB
UNSUPERVISE DATA MINING
CLUSTERING
WORKSHOP ON DATA MINING USING RAPID MINER AT UNIVERSITAS LANGLANGBUANA, INDONESIA

- WORKSHOP ON DATA MINING USING RAPID MINER AT UNIVERSITI LANGLANGBUANA, BANDUNG, INDONESIA | 27.11.2018
DATA PREPARATION – DR SYERINA AZLIN MD NASIR
SUPERVISED DATA MINING – DR WAN FAIROS WAN YAACOB
PREDICTIVE MODELLING
UNSUPERVISE DATA MINING
CLUSTERING
• MDEC DATACAMP | 23.07.2018 – 07.08.2018
• PENSUJILAN DATA CAMP WITH MDEC
• CERTIFIED DATA PROGRAMMER WITH PYTHON
• CERTIFIED DATA ANALYST WITH R
RAPIDMINER CERTIFICATION | 26.06.2018 – 29.06.2018
- DATA MINING AND PREDICTIVE ANALYTICS TRAINING & CERTIFICATION WORKSHOP – RAPID MINER
- CERTIFIED RAPIDMINER ANALYST – DR WAN FAIROS WAN YAACOB
- CERTIFIED RAPIDMINER ANALYST – DR SYERINA AZLIN MD NASIR