



Bangladesh  
**BRAND  
FORUM**  
*Inspiring the Nation*

**INTENSIVE 12 CREDIT HOUR  
CERTIFICATION COURSE ON**

# **DATA SCIENCE**

**STARTING FROM  
JULY 02, 2021  
TIME: 07:30 PM-09:00 PM**

**VIRTUAL PLATFORM: ZOOM  
REGISTRATION DEADLINE  
JULY 01, 2021 (THURSDAY)**

**REGISTRATION FEE  
BDT 8,000/-**

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## **MUNAF MOJIB CHOWDHURY**

**DATA-DRIVEN DIGITAL BUSINESS PROFESSIONAL;  
DIRECTOR, BUSINESS DEVELOPMENT, ADA**

Mr. Munaf has over 12 years of experience working in business and marketing functions across several technology and digital businesses. He has been a part of global tech & digital giants such as Axiata, Telenor, Naspers, Schibsted and others.

He also has had over 100-hours of engagement under Harvard Business School on Data Science through lectures and course work. He is currently helping ADA drive its vision of disrupting the marketing scene of South and South-East Asia by helping clients adopt data-driven digital marketing & digital transformation of marketing & business functions. Mr. Munaf is also working on getting his own startup initiative off the ground. He is a self-trained positive thinker.

## INTRODUCTION

Data Science is one of the most fascinating fields of work and study that has practical implications across almost any aspect of life. It combines domain expertise, programming skills, and knowledge of mathematics and statistics to extract meaningful insights from data. In turn, these systems generate insights which analysts and business users can translate into tangible business value. This course is designed to help you understand the principles of data science and understand how you can use data science for real-life situations.

## COURSE MODULE

### 1. Intro to Data Science

- a. What is Data?
- b. Data Science in everyday use
- c. Data Science myth busters
- d. Module Quiz

### 2. Where to start your data science journey

- a. Predictions & Recommendation
- b. Algorithm & Training Data
- c. Understanding Errors
- d. Module Quiz

### 3. Data Science Fundamentals

- a. Understanding Cause and Effects
- b. Data-driven Privacy & Governance
- c. The Data Science Mindset
- d. Module Quiz

### 4. Case 1: Data Science for Healthcare Industry

- a. Case discussion
- b. Module Quiz
- c. Case Assignment

### 5. Case 2: Data Science for Business Needs

- a. Case discussion
- b. Module Quiz
- c. Case Assignment

### 6. Case 3: Data Science for Economic Situation

- a. Case discussion
- b. Module Quiz
- c. Case Assignment

### 7. Case 4: Data Science for Consumer Analysis

- a. Case discussion
- b. Module Quiz
- c. Case Assignment

### 8. Quick Guide to Win with Data Science

- a. Data Science Glossary
- b. Where to Go from Here
- c. Course Quiz

## WHO SHOULD ATTEND

1. Any professionals who want to get an idea about data science
2. Professionals at any level or designation who are in the field of marketing, product, business operations, CLM management & others
3. Any entrepreneur who wants to solve a real-life problem

## COURSE SCHEDULE

| Session No. | Date                     | Time                |
|-------------|--------------------------|---------------------|
| 1           | July 02, 2021 (Friday)   | 07:30 PM – 09:00 PM |
| 2           | July 03, 2021 (Saturday) | 07:30 PM – 09:00 PM |
| 3           | July 09, 2021 (Friday)   | 07:30 PM – 09:00 PM |
| 4           | July 10, 2021 (Saturday) | 07:30 PM – 09:00 PM |
| 5           | July 16, 2021 (Friday)   | 07:30 PM – 09:00 PM |
| 6           | July 17, 2021 (Saturday) | 07:30 PM – 09:00 PM |
| 7           | July 30, 2021 (Friday)   | 07:30 PM – 09:00 PM |
| 8           | July 31, 2021 (Saturday) | 07:30 PM – 09:00 PM |

## LEARNING EVALUATION MATRIX & PROCESS

1. 8 Module Quizzes: to be completed at the end of each session
2. 4 Case Assignments: to be completed after each case study session
3. 1 Course Quiz: to be completed at the end of the course

**CERTIFICATION OF COMPLETION AWARDED TO  
THOSE WHO FULFILL THE EVALUATION MATRIX.**