

Hello!

As another exciting semester comes to an end, we're delighted to welcome you to the latest edition of the BAIG newsletter! The past semester has been filled with meaningful opportunities to learn, connect, and grow, and we're excited to reflect on some of the highlights that have brought our community together.

During the summer break, we conducted many insightful workshops that helped students build valuable industry knowledge and technical skills. Beyond academics and career development, we also celebrated the friendships built through bonding days that allowed BA students to strengthen connections with one another and created lasting memories.

Thank you for being part of the BAIG community. We hope this newsletter gives you a chance to relive these experiences, discover opportunities you may have missed, and look forward to the exciting events ahead.

Happy reading!

Continuing Q2 2026 with:

- Meeting our new Head of Programme - Professor Carmen Lee
- Job Seeking Special Session
- Analytics Innovation Forum 2026
- Tableau Desktop and Google Analytics Certificate Information Session
- Q2 Python workshop
- Accenture Senior Sharing
- BAIG's Post Exam Gathering



Welcoming our new Head of Programme: Associate Professor Carmen Lee

We are most delighted to welcome Associate Professor Carmen Lee as the new Head of Programme (HOP) for the Business Analytics programme!

As she embarks on this new journey, Professor Carmen brings with her a wealth of academic expertise, industry insight, and a passion for empowering students to thrive in the ever-evolving world of data and analytics.



The Business Analytics landscape continues to evolve rapidly with advancements in artificial intelligence, data visualisation, and emerging technologies. Under Professor Carmen's leadership, students can look forward to exciting opportunities that strengthen both their technical capabilities and professional development through enhanced industry engagement, experiential learning, and a supportive academic environment.

We extend our warmest welcome to Professor Carmen and look forward to an exciting new chapter for the Business Analytics programme. We wish her every success in her new role and are excited to see the programme continue to grow under her leadership.

We express our sincere gratitude to Professor James for his exceptional leadership as Head of Department. His steadfast guidance, professional mentorship, and dedication to our academic and personal development have been invaluable. We deeply appreciate his efforts in cultivating such a collaborative and thriving environment.

Missed the Job Seeking Special Session? Here's What You Need to Know

We hosted a Job Seeking Special Edition session that brought together industry professionals:

- Mr Chua Poh Chai, Co-Founder of Samtech Training/Intelligence
- Ms Koh Li Shuen, GRIT Trainee at JPMorganChase, SUSS BA Class of 2025
- Mr Md. Sufi, Senior Officer at UOB, SUSS BA Class of 2025

The session covered industry insights and the full spectrum of career preparation, from navigating internships and

understanding employer expectations to excel in crafting job applications and performing confidently in interviews.

Demonstrating Skills Beyond the Classroom

Mr Chua emphasised that students should focus on building a portfolio that showcases practical skills and meaningful projects rather than simply listing technical competencies or software proficiencies.

Whether through academic projects, internships, competitions, or personal initiatives, being able to articulate the impact of analytical work is what helps candidates stand out during the hiring process.

BUSINESS ANALYTICS
Job Seeking Special Session

GUEST
CHUA POH CHAI
CO-FOUNDER OF
SAMTECH TRAINING/
INTELLIGENCE

SPEAKER
KOH LI SHUEN
GRIT TRAINEE @
JPMORGANCHASE |
PRIME FINANCIAL
SERVICES OPERATIONS
(CLASS OF 2025)

SPEAKER
MD. SUFI
SENIOR OFFICER @
UOB | GROUP
TECHNOLOGY &
OPERATION
(CLASS OF 2025)

Join us for the Business Analytics - Job Seeking Special Session, where you'll gain invaluable insights from:

- ✓ Industry expert: Insider knowledge on industry trends, hiring expectations, and career opportunities
- ✓ Alumni speakers: Firsthand experience on job hunting and career preparation
- ✓ SUSS career mentor: Job-seeking strategies to improve your chances in a competitive market

28 APR 2026
7.00PM - 8.30PM
ONLINE (ZOOM)

SIGN UP NOW!

Learning from Alumni Experiences

Echoing these sentiments, Business Analytics alumni Ms Koh and Mr Md. Sufi reflected on their own career journeys and shared that employers often look beyond grades and job titles. They highlighted that strong problem-solving abilities, exposure to real-world projects, and the confidence to clearly explain one's thought process are qualities that distinguish successful candidates.

Their experiences reinforced that while academic achievements open doors, it is the ability to communicate ideas, adapt to challenges, and demonstrate continuous learning that leaves a lasting impression on employers.

Career Development Guidance: From Job Search to Interview

Our career development mentor Joyce Tan also shared about the key pillars of an effective job search:

- **Smart and Strategic Job Search:** Students were advised to apply smartly on roles that aligns well with their career goals and objectives. For example, such as finding well-matched roles rather than mass applying. It is also crucial to build a strong LinkedIn profile early, which was highlighted as essential for visibility and showcasing passion, character profile and skillsets for professional networking.

Analytics Innovation Forum 2026: Insights and Applications

Driving the Future of Sectors

How is data analytics actively shaping the future of global industries? The Analytics Innovation Forum 2026 answered this question by uniting students with industry experts for an immersive exploration of data-driven decision-making beyond the classroom,

Our takeaways

Associate Professor James Tan shared vital insights into how professionals translate dense datasets into intuitive, interactive visualisations that reveal hidden trends.

Ms Tan Si Ying shared how text mining and topic modelling enables businesses to stay on top of consumer behaviour. For instance, she transformed complicated text repositories like Reddit discussions into a collection of distinct keywords via lemmatisation. Her approach transformed large complicated data into actionable insights, enabling her company to reach their target audience more effectively.

Mr Bun Harn Jason discussed shifting tech trends and how it can be applied to disrupt traditional finance stock markets. Machine learning models bring the unique ability to make snap decisions based on large amounts of unstructured data, capitalising on human limitations in judgement-making.



**ANALYTICS INNOVATION
FORUM 2026**

James Tan
AP of Business Analytics
CGPA Projection Through
Interactive Heatmap

Tan Si Ying
Class of 2026
Consumer Trend Behaviour
in Footwear: Text Mining
and Topic Modelling of
Reddit Discussions on the
Product Life Cycle

Tan Bun Harn Jason
Class of 2026
Are Stock Market
Predictions with ML
Possible?

24 MAY 2026
(SUNDAY)

3.00PM - 4.30PM

ONLINE (ZOOM)

**CURIOUS ABOUT HOW ANALYTICS IS
SHAPING THE FUTURE OF INDUSTRIES?**

Join us for an insightful sharing session featuring real-world applications, industry perspectives, and practical examples of how data analytics is shaping different sectors today.

 [REGISTER NOW](#)



Tableau Desktop & Google Analytics Certification Information Session

Building Career Readiness through Industry Certifications

Business Analytics students attended a certification information sharing session conducted by Senior Lecturer Priyanka Gupta and Associate Professor James Tan Swee Chuan. The session introduced students to Tableau Desktop and Google Analytics, two widely recognized industry certifications, highlighting how these credentials can complement academic learning while enhancing career prospects.

Google Analytics + tableau

BUSINESS ANALYTICS

TABLEAU DESKTOP & GOOGLE ANALYTICS CERTIFICATION
INFORMATION SHARING SPECIAL SESSION

Dr James Tan Swee Chuan
Associate Professor, Business Analytics Programme
School of Business

Dr Priyanka Gupta
Senior Lecturer, Business Analytics Programme
School of Business

Join us for the Business Analytics - Tableau Desktop and Google Analytics certification information sharing special session, where you'll gain invaluable insights from our speakers!

12 MAY 2026
12.00PM - 1.00PM
ONLINE (ZOOM)

REGISTER NOW

BUSINESS ANALYTICS

Our takeaways

The speakers shared an overview of both certification pathways, including the skills assessed, recommended preparation approaches, and how the certifications are applied in industry. Students gained a better understanding of how Tableau supports data visualisation and dashboard development, while Google Analytics enables organisations to analyse website performance, user behaviour, and digital marketing effectiveness. Through practical examples, participants saw how these tools are used to support data-driven decision-making across different business functions.

Python Workshop

As the value of data increases, knowing programming fundamentals and languages like Python are crucial for Business Analytics graduates. Thus, we organised an intensive peer-led Python Crash Course by Year 3 Business Analytic student, Shafiq Haikal, aimed at equipping students with critical, hands-on programming foundations.

Comprehensive Technical Curriculum

This session focused on four key foundational pillars, taking participants systematically on learning the basics.

- **Introduction to Python:** Navigating variables, data types, logic structures, and setting up the computational mindset required for analytics.
- **Lists & Dictionaries:** Mastering core data structures to efficiently organize, store, index, and retrieve structural records.
- **NumPy Basics:** An introduction to vectorized computation, high-performance arrays, and the mathematical operations that power financial and economic modeling.
- **Pandas Basics:** Transitioning to real-world data analysis by exploring DataFrames, structural filtering, and data cleaning techniques necessary for any analyst.

It was heartening to observe our seniors leading the way and empowering their junior/peers throughout the workshop. This spirit of peer-to-peer mentorship is central to our vision, bridging cohorts and building a close-knit, collaborative community together.



Accenture Sharing



Following their victory at the Accenture University Innovation Challenge 2026, our very own champions, Year 3 Business Analytics students Wong Jung Yong, Lee Jia Xuan, Muhammad Nur Syahmi Bin Effendi and Loo Sing Yu, returned to share their experiences with fellow students.

Their Winning Recipe

The team started by picking apart the keywords in the problem statement, branching them out into what each term actually meant and the ideas that could be formulated from them. From there, they identified gaps in the current market and worked towards creating a unique solution that addressed an unmet need. Through this process, they shared that case competitions often provide broad problem statements, challenging participants to define the scope of the problem before deciding on a direction.

A note to Juniors:

The overarching message of this session is straightforward: do not wait until you feel ready to participate in these challenges. Case competitions are where readiness is built, in ways that no coursework can fully replicate.

BAIG's Post Exam Gathering



BAIG's 2026 Post Exam Gathering held in JB!

To celebrate the end of the semester, BAIG headed into Johor Bahru for a post exam gathering! Members enjoyed good food, great company, and plenty of laughter. It was a much-needed chance to unwind, catch up with one another, and celebrate the end of another memorable semester together. 🎉 ✨

BAIG's Post Exam Gathering!



BAIG's Subcommittee Bonding Day!

The EXCO and Subcommittee officially kicked off the term with a dedicated team-building session. Designed to connect our team members and encourage cross-functional collaboration, the day was filled with meaningful introductions and team-building activities. With stronger bonds and shared vision, our leadership team is ready to serve the community this term.