

Welcome to a New Academic Year!

A new academic year means new beginnings, new faces and plenty of opportunities to learn, connect and grow! Whether you're returning to SUSS for another year or stepping into campus as a freshmen, we're excited to have you with us as we kick off another year together.

In this issue, we'll take a look at some of the highlights from the start of the academic year, from getting to know the freshmen at the Student-Led Orientation and the Freshmen Welcome Party, to building new skills at the R, Tableau, and ASEAN Data Science Explorers (DSE) Workshops. These events brought our BA community together beyond the classrooms, creating opportunities to learn something new and meet new people.

Starting a new school year comes with its own challenges but do not worry as we'll wrap up this issue with some practical tips to help you navigate the new academic year.

Here's to a productive and memorable academic year ahead!

Continuing Q3 2026 with:

- Student-Led Orientation (STL)
- Freshmen Welcome Party (FWP)
- R Workshop
- Tableau Certification Preparation Workshop
- ASEAN Data Science Explorers (DSE) Workshop
- Tips on surviving the new school year



Source: Flaticon

Putting U in SUcCeSS: BAIG's 2026 Student-Led Orientation (STL)



Starting University Together: Welcoming the new batch of Business Analytics students through a student-led orientation!

Starting university can feel a little overwhelming, especially when everything and everyone is new. To help our incoming Business Analytics freshmen ease into university life, a student-led orientation was organised to give them a warm welcome into the BA community.

Led by our subcommittee members, STL orientation gave freshmen the opportunity to meet their fellow course mates and seniors in a fun and comfortable environment. Beyond making new connections, seniors also shared useful information and advice to help freshmen navigate their SUSS journey.

More importantly, the orientation was about creating a sense of belonging from the very beginning. We hope the friendships and connections formed that day will continue throughout their university journey.

A warm welcome to all our BA freshmen, we're excited to have you with us!

BAIG's 2026 Freshmen Welcome Party (FWP)



Building Connections and Navigating University: Highlights from Our Freshmen Welcome Party!

To welcome our newest students, BAIG kicked off the new July semester with our Freshmen Welcome Party! Through a fun-filled day of icebreaker games, laughter and bonding, FWP gave freshmen the opportunity to make new friends, and bond with both their new peers and their seniors. More than just a day of games, FWP serves as an event for freshmen to build meaningful connections and begin their SUSS journey with a strong sense of community.

Our AY 2025/2026 Executive Committee (EXCO) then shared about BAIG and its core mission. Business Analytics Senior Lecturer, Dr. Priyanka Gupta, introduced the current EXCO and Subcommittee members as a dedicated support network for academic guidance and event planning. Together, they shared valuable advice by answering common questions about navigating university life and offering strategic tips on how to get ahead in a business analytics career.

We hope the freshmen forged wonderful new friendships and gained essential university tips, we can't wait to see you at our upcoming events!

R Workshop taught by Dr Karl



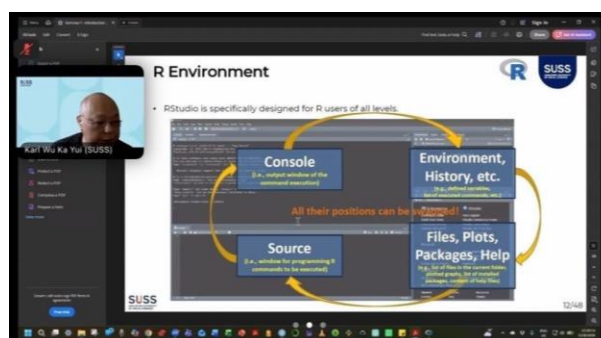
R Coding Workshop Recap: From Zero to Data-Ready

Participants attended a beginner-friendly R Coding Workshop led by Dr Karl Wu (Senior Lecturer, Business Analytics). The session walked attendees through their first lines of R syntax, working with foundational data structures, and producing clear data visualisations.



Getting Started: R Basics

The session kicked off with the fundamentals, introducing students to variables, vectors and matrices. Students practiced storing values in variables, and manipulating one-dimensional and two-dimensional arrays using `c()` and `matrix()` respectively, before diving into larger datasets.



Not as Daunting as It Seems

Participants walked through the full business analytics workflow: importing, cleaning, transforming, and visualising data. If this pipeline sounds familiar, that's because it is similar to Python data manipulation techniques. Building on that foundation, adding R to your repertoire will be intuitive with practice.

A big thank you to Dr Karl Wu for conducting such an insightful and engaging session!

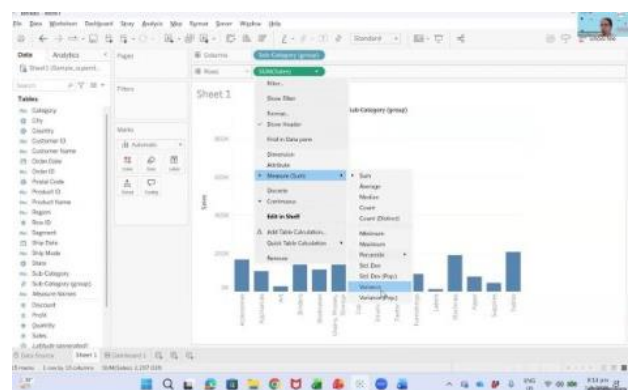
Tableau Certification Preparation Session by Dr Priyanka 🏆🎓

Levelling Up with Tableau Desktop Skills

BAIG welcomed Dr. Priyanka Gupta for a workshop centred on the Tableau Desktop Specialist Certification, a credential widely recognised across diverse industries for validating practical data analysis and visualisation. A credential that does not expire, this certification proves to be a durable addition to any resume.

During the interactive workshop, Dr. Priyanka Gupta provided participants with a comprehensive, step-by-step roadmap to master the Tableau Desktop Specialist certification. She walked students through the core pillars of the curriculum, covering critical topics including:

- **Connecting to & Preparing Data:** Managing data sources, joining tables, and preparing raw datasets for seamless analysis.
- **Exploring & Analyzing Data:** Leveraging Tableau's core functionalities to uncover hidden patterns, trends, and key metrics.
- **Sharing Insights:** Building dynamic, interactive dashboards and visual stories to communicate findings effectively.
- **Understanding Tableau Concepts:** Grasping foundational technical principles, calculations, and chart types essential for practical application.

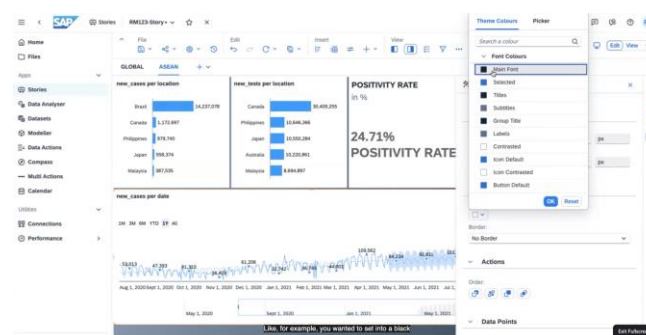


ASEAN Data Science Explorers Enablement Session 100

Turning Raw Data into Real Impact

Data forms the fundamental foundation of our modern digital landscape. Only having access to data is not enough, the true value emerges when raw information is translated into actionable insights that power strategic choices.

The ASEAN Data Science Explorers (DSE) Enablement Session, hosted by SAP DSE Master Trainer Romark Guiral Cacho brought participants together for an intensive, hands-on workshop focused on turning complex datasets into strategic solutions.



Bridging Theory and Practice

Designed to move beyond textbook concepts, the session walked participants through the end-to-end data processing pipeline using SAP Analytics Cloud (SAC).

Participants also explored how these exact tools are applied in professional settings. A prime example highlighted during the session was SAP's partnership with the global esports organization Team Liquid. By analysing historical performance data, Team Liquid evaluates player metrics, prepares for major tournaments, and identifies emerging talent. Developing familiarity with industry-standard tools like SAC gives students a tangible competitive edge as they step into data-driven roles across any sector.

Tips on Surviving School ✨

Not sure how to cope with school?

School can sometimes feel like a never-ending cycle of lectures, assignments, group projects and exams. When several deadlines are within the same week, things can get overwhelming very quickly. While there is unfortunately no secret formula to make assignments disappear, there are a few habits that can make school much more manageable. Here are some simple tips to help you with better time management.



Source: Stock Images

Keep Track of All Your Deadlines

The first step to staying organised is knowing exactly what is coming up. At the beginning of each semester, take some time to record your assignment deadlines, quizzes, presentations and exam dates in one place. Whether you prefer Google Calendar, Notion, Excel or a good old-fashioned planner does not really matter. More importantly, try not to treat the actual submission date as your personal deadline. Set an earlier target for yourself so you have some buffer time.

Preview Your Notes Before Class

Try setting aside some time before each lesson to briefly go through the lecture materials. You do not have to understand everything beforehand. Even 30 minutes to an hour of pre-reading can help you familiarise yourself with the key concepts and identify areas that seem confusing. When the lecturer explains them later, you are hearing the information for the second time rather than encountering everything from scratch.



Don't Be Afraid to Ask for Help

There will probably be a point where you stare at a question for far too long and still have absolutely no idea what is happening. When that happens, ask.

Approach your lecturer, check with your classmates or study with friends. Sometimes, hearing the same concept explained differently is all it takes for something to finally click.

You also do not have to navigate university completely on your own.



Source: Stock Images

Remember That You Have a Life Outside School

Finally, surviving school should not mean spending every waking hour studying.

Make time for the things you enjoy, whether that is exercising, gaming, crocheting, going out with friends or simply watching a show after a long day. Taking breaks is not wasted time. Having something outside academics to look forward to can make a busy semester feel much more sustainable. Some weeks will naturally be busier than others. The important thing is not allowing school to become the only thing in your life.

Survive First, Thrive Later

There will inevitably be stressful weeks, difficult modules and assignments that make you question every decision that led you there. That is part of the student experience.

But staying organised, starting early, making the most of your lessons and remembering to take care of yourself can make the journey considerably easier. Stay consistent, ask for help when you need it, and take things one deadline at a time.

You've got this!