

The role of Data Analytics in Organisations

Thursday 30th March 2023
11:00hrs – 12:00 noon

Webinar organised by the Gozo Business Chamber,
in collaboration with EUROPE DIRECT Gozo and Bank of Valletta

Data analytics is the process of examining data sets to find trends and draw conclusions about the information they contain. Increasingly, data analytics is done with the aid of specialized systems and software. Data analytics enable organisations to make more-informed business decisions. Data analytics initiatives support a wide variety of business and also public sector uses.

Data analytics initiatives can help businesses increase revenue, improve operational efficiency, optimize marketing campaigns and bolster customer service efforts. Analytics also enable organizations to respond quickly to emerging market trends and gain a competitive edge over business rivals. The ultimate goal of data analytics, however, is boosting business and organisational performance.

This webinar will provide insights to the use of data analytics and also examine potential careers in the sector.

AGENDA	
11:00 – 11:05	Opening Address, Joseph Borg, President, GBC
11:05 – 11:25	Digital Health surveillance: Unlocking the potential for real-time health data analysis in the Maltese Islands, John Paul Cauchi, Queen Mary University of London
11:25 – 11:40	Case studies of Economic and Data Insights offering enablements within Bank of Valletta - Lara Selvagi, Head - Data Insights and Economics at Bank of Valletta
11:40 – 11:55	Q&A session moderated, Jesmond Buttigieg, Manager, ED Gozo
11:55 – 12:00	Closing Remarks, by Daniel Borg, CEO



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