KAPLAN FINANCIAL

FreshLinker

Certificate in Data Analysis Fundamentals (With Python & SQL)

For Finance Professionals

Advanced Data Analysis Tools
Faster and Deeper Insights

Kaplan

The Pioneer and Leader in Education

83+ Years Transforming Student's Lives

1M+ Students Worldwide

28+ Countries

10K+ Business Clients

1K+ Education Partners

Why Kaplan?

Our professional education programs in finance and accountancy are top-ranked in the U.S.,U.K., and Australia. Kaplan's substantial investment in learning science in all our programs underlines our emphasis on improving student outcomes and our focuses on educational performance and results.

Kaplan in Hong Kong is one of the largest educational institutions in terms of service scope as well as student population. Kaplan Hong Kong has more than 140 experienced professionals and dedicated staff, each committed to building futures, one success story at a time. We commit to combining years of classroom-based expertise with access to the most advanced learning platforms and technology.

Each year in Hong Kong, over 4,000 fresh grads, bankers and other professionals from the top banks, asset management firms, private equity firms and business schools have trusted us with their future. Let us help build the future that you deserve.

Why Python?

Python is a high-level, multipurpose programming language that is used in a wide range of domains and technical fields.

Python as a language—but much more so as an ecosystem—is an ideal technological framework for the financial industry. It is characterized by a number of benefits, like an elegant syntax, efficient development approaches, and usability for prototyping and production, among others. With its huge amount of available libraries and tools, Python seems to have answers to most questions raised by recent developments in the financial industry in terms of analytics, data volumes and frequency, compliance, and regulation, as well as technology itself. It has the potential to provide a single, powerful, consistent framework with which to streamline end-to-end development and production efforts even across larger financial institutions.

Advantages of Python

Efficiency

Python helps in getting results faster, in saving costs, and in saving time

Productivity

Python helps in getting more done with the same resources (people, assets, etc.)

Quality

Python allows us to do that we could not do with alternative technologies

Shorter Time-to-results

A field where the efficiency of Python becomes quite obvious is interactive data analytics. This is a field that benefits strongly from such powerful tools as Python and libraries like pandas.

Real Time

Financial analysts can—when applying the right Python tools and libraries, providing high-level abstraction—focus on their very domain and not on the technical intrinsicality. Analysts can react faster, providing valuable insights almost in real time and making sure they are one step ahead of the competition.

Ensuring High Performance

In general, it is accepted that Python has a rather concise syntax and that it is relatively efficient to code with. It can be highly performing in almost any application area.

Financial & Data Analysis

The discipline of applying software and technology in combination with (possibly advanced) algorithms and methods to gather, process, and analyze data in order to gain insights, to make decisions, or to fulfill regulatory requirements.

"Banks are essentially technology firms."

Hugo Banziger
Chief Risk Officer at Deutsche Bank

Banking has to work when and where you need it.

The best advice and the best service in financial services happens in real-time and is based on customer behavior, using principles of Big Data, mobility and gamification.

Brett King
CEO of Moven

In recent years, spurred by innovation and also regulations, banks and other financial institutions like hedge funds have evolved more and more into technology companies instead of being just financial intermediaries. Technology has become a major asset for almost any financial institution around the globe, having the potential to lead to competitive advantages as well as disadvantages.

Decisions often have to be made in milliseconds or even faster, making it necessary to build the respective analytics capabilities and to analyze large amounts of data in real-time.

There is one discipline that has seen a strong increase in importance in the finance industry: financial and data analytics. This phenomenon has a close relationship to the insight that speeds, frequencies, and data volumes increase at a rapid pace in the industry. In fact, real-time analytics can be considered the industry's answer to this trend.

The Future of Business Data

The commercial potential of big data is clear, but there is a shortage of specialists with the skills to exploit it.

Course Structure

Subjects and topics include - 16 hours

 Introduction to SQL	 Basic Python for data analysis	 Python libraries and data structures
 Exploratory analysis in Python using Pandas	 Data munging in Python using Pandas	 Stock analysis using Python
 Financial time series of stock	 Valuation Framework	 Simulation of financial models

For the Data Analysis course, you will learn how to collect, clean and analyze a data set to solve a real-world problem. You will obtain a real-world data set, form a hypothesis about it, clean, parse, and apply modeling techniques and data analysis principles to ultimately create a predictive model using Python and SQL.

As you complete stages of your final project, you might be required to present materials and receive feedback from your instructional team, classmates as well as industry experts. (Depends on progress of each class)

Students will present their results and each write a report that includes the following:

- Clearly articulated a problem statement
- Summary of data acquisition, cleaning, and parsing stage
- Clear presentation of your predictive model and the processes you took to create it
- Presentation style appropriate to both technical and non technical audience alike

Who Should Attend?

- Finance professionals who want to make a move in their career from Finance to FinTech
- IT professionals from non-finance background
- IT professionals in banking industry who would like to enhance programming skills
- People from different industries who would like to switch their career to FinTech

Project & Certificate

When you finish the course with 70% attendance and get a pass in the project, you will earn a Completion Certificate of the course. Please note that the project must be submitted in three weeks from the last lesson.

You will earn the Certificate of Attendance if you achieve 70% attendance without submitting the project.

About FreshLinker

FreshLinker is transforming the talent acquisition industry by essentially giving companies a competitive advantage in hiring great young talent. As a graduate of the Hong Kong Science & Technology Park's Incubation Programme, FreshLinker works with 800+ companies (from MNC to promising startups), helping them to find, qualify, engage and hire young talents across all industries and functions.

On top of running a job platform specifically designed for young talent, FreshLinker has expanded to the technology professional training sphere in 2017, providing various technology-training courses to talent and striving to bridge the technology skills gap in Hong Kong. FreshLinker is an engaging and passionate young talent community, consisting the next generation of business and technology leaders.

Trainer's Profile

Patrick Tsoi

BSc Systems Engineering and Engineering Management, CUHK (1997), MSc IT Education, HKU (2004)

As the lead trainer of FreshLinker Academy, Patrick has 20+years in the IT training field. Patrick's work include complex projects applying data science, and software development to different aspect of value chains as well as participating with research teams, on field such as Internet of Things, Natural Language Processing and Digital Signal Processing.

He has extensive experience in designing and building computer vision solutions and real-time applications.

Patrick is a frequent visiting lecturer/part time trainer at HKPC, The City University of Hong Kong, IVE, HKU Space, CITA and SPARE Learning Centers. Patrick is also the Chief Learning Officer of Sunon Tech-nology HK Limited (A Hong Kong subsidiary of the Shen-zhen-listed E-learning company: Sunon Learning).

DATA SCIENCE IS THE FUTURE

Let's prepare for it!

Hours
16 hours to complete

Course Format
Online Livestream

Date
30 Oct & 6 Nov, 2022 (Sun)

What you need for the course
Laptop with charger and external mouse

Time
09:00 - 12:00;
13:00 - 18:00

Course Fee
$4,900

RTTP Approved

This course is approved by Reindustraialisation and Technology Training Program (RTTP), which offers up to 2/3 course fee reimbursement upon successful application. Visit https://rttp.vtc.edu.hk for details

RTTP Training Grant Application

Companies should submit their RTTP training grant application for their employee(s) via https://rttp.vtc.edu.hk/rttp/login at least two weeks before course commencement.

If you wish to apply for RTTP training grant, please enroll in the course and apply for RTTP on or before **14 Oct 2022 (Fri)**.

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