UNIVERSITY OF AMSTERDAM
Amsterdam Business School

The Analytics Academy

Certificate

Analytics Translator

The Faculty of Economics and Business of the University of Amsterdam hereby states that

Sai Kit Lam

has successfully completed the requirements and capstone assignment for the course:

AI for Managers
(Analytics Translator)

Study load	42 hours
Dates	16 & 17 April, 14 & 15 May and 4 & 5 June 2025
Lecturers	Jeroen de Mast, David Stephenson, Reinier van den Biggelaar, Harm Bodewes & Menno Heerma van Voss

On behalf of the course organisation,

Prof. Dr. E.E.O. Roos Lindgreen
Director Executive Programmes
Amsterdam Business School

Prof. Dr. J. de Mast
Academic Director of the Analytics Academy
Amsterdam Business School

APPENDIX

In the data-driven and digital business, analytics translators play the pivotal role of recognising opportunities where data and analytics could create value and translating them into a data-analytic assignment for an analytics team. Analytics translators are the bridge between analytics and other business functions.

The course covered the following subjects:

Module 1: Understanding AI, Data Science and Big Data

- Big Data, machine learning, AI: what are they, what can you do with them, and why do they have so much impact?
- Structuring analytics questions using the DAPS diagram, and managing AI projects using the CRISP-DM model
- How machines learn: conceptual explanation of how AI models are trained and their performance evaluated
- Generative AI and Large Language Models and their application

Module 2: Preparing for the role of Analytics Translator

- AI strategy: connecting AI to the business strategy
- EU Privacy laws, EU AI Act and Trustworthy AI.
- Organising, managing, and implementing data science to steer project execution from start to finish.
- Data visualisation; effectively communicate the insights through visualizations.
- Data governance and data management; capabilities needed to ensure that high-quality data is available throughout the organisation.
- Capstone assignment: identifying an opportunity for data science or AI in one's own organisation, and translating it into an analytics project

After successful completion of this course, the participant is able to:

- Understand new technologies in data engineering and analytics. The participant understands what these technologies are, how they transform what organisations do and how they do it, and why they have so much impact.
- Translate a business opportunity into a data analytic question and structure the work into a data-science project following the DAPS and CRISP-DM models.
- Recognise validity issues in predictive algorithms and models.
- Have a good overview of applications of data and analytics in business, government and healthcare.
- Play a leading role in helping their organisation transform into a data-driven business.