

The steadfast commitment displayed by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) to empowering professionals with data-driven insights through its Advanced Certificate in Data Analytics programme has garnered significant success. In an era where data interpretation is a cross-industry skill crucial for career advancement and staying relevant in technology, the programme has witnessed an overwhelming response with two intakes already completed and the third intake scheduled for December 2023.

Recently, CA Sri Lanka also celebrated the achievements of the participants with a Certificate Awards Ceremony, presided over by esteemed members of the senior management of CA Sri Lanka, including Mr. Sanjaya Bandara, Outgoing President, Mr. Heshana Kuruppu, President Elect, and Ms. Lakmali Priyangika, Chief Operating Officer, as well as members of the resource panel. The event not only acknowledged the dedication of participants but also highlighted CA Sri Lanka's commitment to excellence in data analytics.

A key strength of the programme lies in the expertise of industry professionals who not only designed the advanced syllabus of the Advanced Certificate programme, but also serve as the course's lecturers.

This six-month programme, designed with the convenience of working professionals and students in mind, takes place every Saturday. Furthermore, the physical classes provide a conducive environment for in-depth discussions, individual monitoring, and hands-on lab facilities, ensuring participants' comfort and knowledge. The syllabus includes advanced training in PowerBI, Tableau, and Microsoft Azure, equipping participants with practical skills for the dynamic field of data analytics.

Tailored for a diverse audience, including CFOs, Finance Managers, Accountants, Financial and Business Analysts, and CXOs seeking a comprehensive business view, the programme is divided into two units. Unit one focuses on Business Analytics, covering essential concepts such as Introduction to Business Analysis with Excel, Analysing Business Data in SQL, Data Visualisation with Tableau, and Data Analysis with Power BI. Unit two focuses on Advanced Analytics, while also delving into intricate topics, including introduction to the R language, Statistical Analysis with R, Python for Data Science, Machine Learning with Python, and Big Data Analytics with Azure Data Bricks.

The benefits of data analytics are highlighted for both organisations and individuals. For organisations, it enables informed decision-making, operational efficiency, enhanced customer experiences, risk management, revenue growth, competitive advantage, improved employee productivity, and innovation. On an individual level, it opens up diverse career opportunities, fosters professional growth, hones problem-solving skills, and supports entrepreneurial ventures. Therefore, the CA Sri Lanka Advanced Certificate Programme in Data Analytics stands as a comprehensive and valuable resource for navigating the evolving landscape of data analytics.

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