

Rise with RISE

Upskill Today for a Digital-First Tomorrow

Business & Data Analytics (BDA) Brochure

Up to
95%

SkillsFuture
Subsidy

Use your
**SkillsFuture
Mid-Career Credits**
(\$4000)
to offset
course fees

**SkillsFuture
Mid-Career Training
Allowance Available**
Up to \$3000/month
for Full-Time
classes



About Boston Consulting Group (BCG)



Boston Consulting Group

Founded in 1963, BCG is a leading global management consulting firm with over USD 12 billion revenue and over 32,000 staff worldwide. We are renowned for pioneering business strategies and helping organisations tackle their most important challenges.



Presence in Singapore

Partnered with local SMEs, multinational corporations, and government entities in Singapore since 1995.



Digital Transformation

A global leader in digital transformation, with a network of over 7000 digital experts worldwide.



BCG U

Within BCG, BCG U accelerates skill-building by combining deep learning with broad reach, solving the long-standing challenge traditional training programmes face.

About RISE 2.0

RISE (Rapid & Immersive Skill Enhancement) by Boston Consulting Group (BCG) is an upskilling programme designed to empower job seekers, mid-career switchers, and experienced professionals with the latest business and digital expertise to thrive in today's ever-evolving job market.

Whether you are looking to launch a career in data analytics, transition into the dynamic realm of digital transformation, or elevate your digital proficiency with cutting-edge marketing tools and strategies, our BCG expert-led courses will equip you for your next career leap.

RISE 2.0 in numbers



#1

Largest digital & corporate training provider in Singapore



87%

Programme satisfaction
(Learners who rated the programme at least 4 out of 5 for training satisfaction)



3000+

RISE graduates



50-70%

Learners across RISE batches achieved a positive career outcome within 6 months of graduation

Why Learn with RISE 2.0



Designed & Delivered by BCG Experts & Industry Practitioners

Crafted and taught by BCG experts and leading industry practitioners. Each trainer is a subject matter expert, offering real-world insights and field-tested strategies to enrich your learning journey



Comprehensive Curriculum for Well-Rounded Learning

Build foundational business skills beyond digital expertise. Learn to tackle business challenges with strategic thinking frameworks modelled after BCG's consultant training



Hands-On Capstone Project with Real Business Data & Gen AI

Get practical by working on a real-world capstone project. Apply key concepts and skills learnt throughout the course to deliver real business solutions



Exclusive Access to BCG's Proprietary Content & Industry Tools

Gain access to world-class learning resources developed by seasoned BCG consultants who've shaped strategies for Fortune 500 companies



Career Guidance & Transition Support

Receive career support from Day 1 to 6 months post-graduation. This includes CV and interview workshops, as well as job-matching through BCG RISE's growing partner network



50–70% of learners across RISE batches achieved a positive career outcome within 6 months of graduation

**Based on RISE career survey responses*



Employers of Our Graduates



Business Data & Analytics

- Insights Manager
- Business Solutions Analyst
- Senior Consultant, Data & Analytics Consulting
- Intelligence Analyst
- Product Analytics, and more



Digital Marketing & eCommerce Accelerator

- Digital Sales Executive
- eCommerce Marketing Manager
- Digital Marketing Lead, B2B & Enterprise
- Head of Business Sales Management
- Digital Marketing Manager, APAC and more.



Digital Transformation & Change Management

- Agile Consultant
- Director, Product Management
- Manager, Change Management APAC
- Head of Digital Capability & Solution
- Senior Manager, Transformation Office, and more.



**Roles secured,
by course**



RISE 2.0 Programme Overview

RISE 2.0 Programme Overview



Business & Data Analytics (BDA)



Become the go-to expert for turning data into decisions



Digital Marketing & eCommerce Accelerator (DMEA)



Drive topline growth as an AI-savvy next-gen digital marketer






Digital Transformation & Change Management (DTCM)



Lead teams and organisations to change through digital transformation

RISE 2.0 Courses Overview

Choose from three specialized digital courses, tailored for today's digital landscape

	 Business & Data Analytics	 Digital Marketing & eCommerce Accelerator	 Digital Transformation & Change Management
Course Description	<ul style="list-style-type: none">Learn the best-in-class tools and approaches used in data analytics for business	<ul style="list-style-type: none">Learn in-demand digital marketing, AI, & eCommerce strategies	<ul style="list-style-type: none">Learn to lead digital transformation strategies & approaches from the best experts in the industry
Duration	<ul style="list-style-type: none">Full-time – 16 weeksPart-time – 26 weeks	<ul style="list-style-type: none">Full-time – 14 weeksPart-time – 22 weeks	<ul style="list-style-type: none">Full-time – 16 weeksPart-time – 26 weeks
Career Outcomes	<ul style="list-style-type: none">Business Manager (with digital understanding), Researcher, Data Analyst, Business Insights Analyst, Data Visualisation Analyst, Dashboard Developer	<ul style="list-style-type: none">Digital Marketers, Digital Sales Executive, Content Specialist, SEO Specialist, eCommerce Manager, Performance Marketer	<ul style="list-style-type: none">Senior Business Manager, Internal Transformation Consultant, PMO Manager, Change Manager, Business Analyst
Suitable for	<ul style="list-style-type: none">More suitable for those with at least some programming exposureSTEM background is a plusGood logical/numerical ability could compensate background	<ul style="list-style-type: none">Friendly for people without relevant backgroundSales, marketing, and creative profiles is a plus	<ul style="list-style-type: none">Mid-career (>5 yrs) friendlySuitable for those with >4/5 years of experience in managerial positions

Full-time or Part-time:

Pick a pathway that best fits your learning needs

Full-time

Freelancers, gig economy workers, job seekers, and individuals between jobs

- Structured weekday learning with no weekend commitments
- Slower pace with more coaching and hands-on support
- Ideal for career switchers needing quick certification and job placement

Master in-demand digital skills quickly, accelerating your career transition and job readiness in a shorter time.

← **Best for** →

← **What to expect** →

← **How you'll benefit** →

Part-time

Full-time employees or working professionals looking to balance work and learning.

- Evening & weekend classes that fit around work
- Faster-paced learning for those with some foundational knowledge
- Best suited for professionals looking to apply new skills to current/upcoming role or upskill without the urgency of a job switch

Advance your skills while working, allowing you to upskill for career growth without disrupting your job.

Business & Data Analytics (BDA)

Become the go-to expert for turning data into decisions

Stand out as a data-driven professional who:

- Excels in problem-solving with real-world case studies inspired by BCG's consultant training
- Master essential data analytics tools like Excel, SQL, Power BI, Tableau, and Python
- Leverages AI-powered techniques alongside traditional programming for cutting-edge solutions
- Transforms data into actionable insights with advanced analysis and visualization skills
- Applies analytics to real business challenges through a hands-on Capstone project



Business & Data Analytics (BDA)



Course Duration

- Full time: 16 weeks
- Part time: 26 weeks



Learning Mode

- Live online classes, with select in-person sessions
- Structured learning with flexibility

(Suitable for both job seekers & working professionals)



Who is it for

- Fresh graduates/Job seekers looking to kickstart their career in data analytics
- Mid-career switchers pursuing new job opportunities in data analytics
- Working professionals seeking to enhance their career prospects with data analytics skills

While not mandatory, having some basic programming exposure is recommended.



Career Opportunities

- Business Manager (with digital understanding), Researcher, Data Analyst, Business Insights Analyst, Data Visualization Analyst, Dashboard Developer, and more.



Speak with our enrolment team to learn more!

Learning Outcomes

In this course, you will learn to

- Build a strong foundation in essential business and data analytics skills
- Develop problem-solving abilities through real-world case studies inspired by BCG's consultant training
- Gain hands-on experience in data preparation, analysis, and visualization
- Become proficient with widely-used data analytics tools, including Excel, SQL, Power BI, Tableau, Python, & more
- Stay updated on the latest trends in AI, Generative AI, and advanced analytical solutions
- Master critical skills such as data literacy, problem-solving, and programming-based solutions tailored for aspiring data analysts
- Explore both traditional analytical programming methods and cutting-edge AI-powered, prompt-based development techniques
- Work on a Capstone project to solve a real business problem for a leading organization

Choose between Data Analyst (DA) or Functional Analyst (FA/M)

*DA track available for part time/full time; FA only for part time

Pick a track

Career goal



Data Analyst track

Course highlights:

- Business & digital foundations
- Data analytics foundation and advanced courses
- Preparation for technical interviews and technical test for analytics tools
- Hands-on experience with Gen AI and industry standard tools
- Real-world data analytics case studies and projects



Data analyst

Role: Identify key metrics across org; prepare reporting dashboards

Skills required: Structured problem solving, hands-on knowledge of data analytics tools



Functional Analyst/Manager track

Course highlights:

- Business & digital foundations
- Data analytics foundation
- Low code/no code analytics
- Functional use of Gen AI and industry standard tools
- Real-world data analytics case studies and projects



Functional analyst/manager

Role: Support functional leadership with data-driven decision making

Skills required: Structure problem solving, functional expertise, application of data analytics to functional use cases

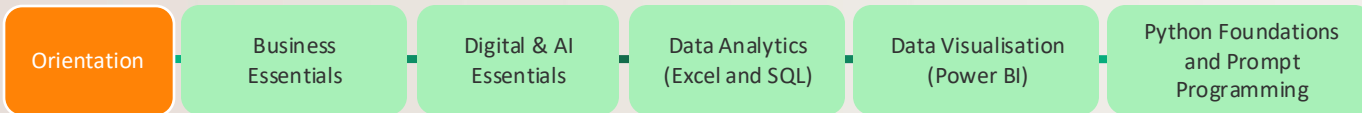
Your Learning Journey: At a Glance

(Data Analyst)

Part-time/Full-time

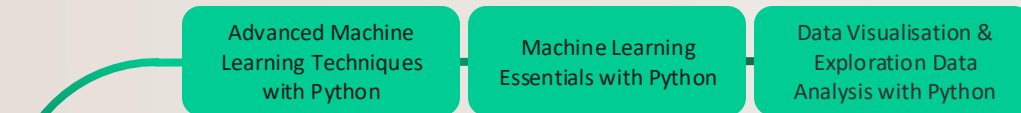
Phase 1

Master business & digital skills modelled after BCG's consultant training programme. Be introduced to the basics of data analytics, visualization, and python programming.



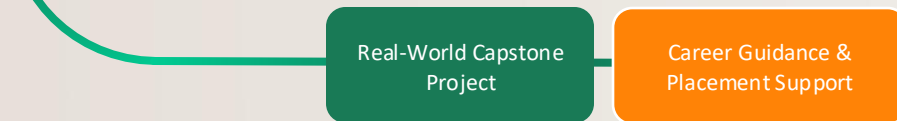
Phase 2

Be equipped with skills in data visualisation and exploratory data analysis (EDA) using Python, enabling you to uncover patterns in data. Learn to build machine learning models, from basics to advanced techniques, and apply them to real-world scenarios for predictive analytics.



Phase 3

Gain hands-on experience by working on a real-world capstone project. Receive direct guidance and mentorship from experienced industry practitioners and BCG experts.



**Please note that BCG reserves the right to determine the structure of the Capstone Project and make changes when necessary,

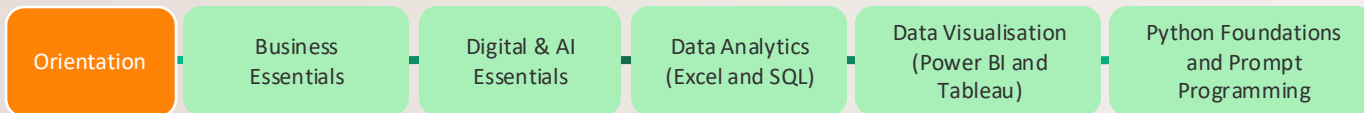
Your Learning Journey: At a Glance

(Functional Analyst)

Part-time Only

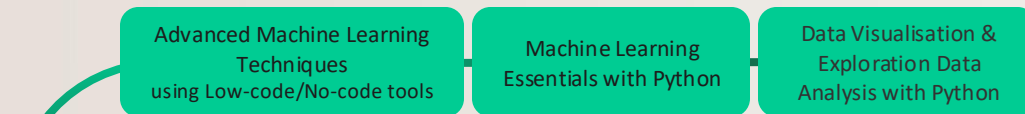
Phase 1

Master business & digital skills modelled after BCG's consultant training programme. Be introduced to the basics of data analytics, visualisation, and python programming.



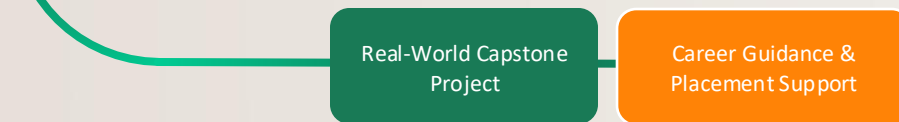
Phase 2

Be equipped with skills in data visualisation and exploratory data analysis (EDA) using Python and Orange data mining, enabling you to uncover patterns in data. Learn to build machine learning models, from basics to advanced techniques, using both Python and low-code/no-code (LCNC) platforms, and apply them to real-world scenarios for predictive analytics.



Phase 3

Gain hands-on experience by working on a real-world capstone project. Receive direct guidance and mentorship from experienced industry practitioners and BCG experts.



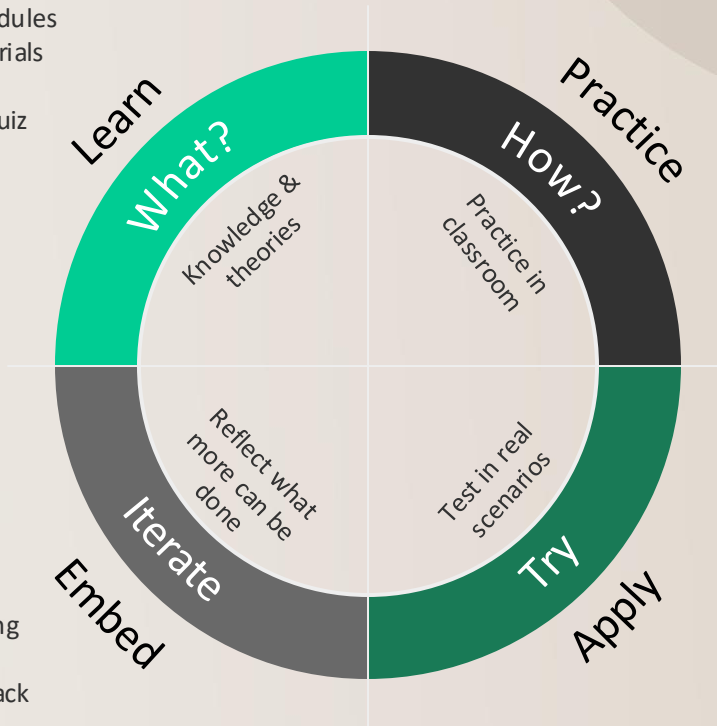


Your Learning Model

The 4 phases of learning

- E learning modules
- Reading materials
- Live classes
- Assessment quiz

- Group coaching
- Reflection
- Course feedback



- Live workshops
- Roleplay
- Practice exercises
- Digital simulations

- Toolkit
- Group assignments
- Tutorial clinics
- Masterclass

Gain Hands-On Experience With Gen AI & Data Analytics Tools

Build expertise and confidence in using Gen AI and data analytics tools through a hands-on learning approach

Industry & Simulation Tools



Power BI



Amazon SageMaker



AI Tools



ChatGPT



And more...



The tools and technologies used in BDA are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements.

Meet Your Trainers



Nelson Liu
Global Principal Trainer,
BCG RISE
Business & Data Analytics
10+ years experience



Gouri Choudhury
BDA Senior Trainer, BCG RISE
Business & Data Analytics
8+ years experience



Andrew Toh
BDA Lecturer & Trainer
Data Analytics, Digital Transformation, &
Cloud Services
20+ years experience



Tian Weizhi
BDA Trainer
Data Project Manager, OCBC
8+ years experience



Jim Wong
BDA Trainer
Partner (Strategy & Management),
Piivotal Advisory
15+ years experience



Lim Si Jie
BDA Trainer
Data Scientist, Teladoc Health
7+ years experience

*Please note that our trainers will be a mix of BCG staff and external industry experts.
Trainers are subject to change based on availability

BDA Curriculum Breakdown



BDA Curriculum Breakdown (Part-time)

RISE 2.0 Overall Learning Journey – BDA (Part-time)



DA Track

Synchronous ¹	87.5 hrs	71.5 hrs	43.5 hrs*
Asynchronous ¹	15.5 hrs	15.5 hrs	5 hrs
Assessment ²	2 hrs	3 hrs	1.5 hrs*

FA Track

Synchronous ¹	85.5 hrs	71.5 hrs	43.5 hrs*
Asynchronous ¹	17 hrs	15.5 hrs	5 hrs
Assessment ²	2.5 hrs	3 hrs	1.5 hrs*

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements 5.*Estimated breakdown of hours allocated for capstone project work

Part-time

Module 1: BDA (Data Analyst Track)

T Track specific

Orientation		Business essentials		Digital essentials	BDA Specialisation	
Topics / Skills		Structured Problem Solving	Business Communication	AI & Data Analytics	Introduction to BDA	Python Foundations
		<ol style="list-style-type: none"> 1. SCQ framework and Hypothesis Tree 2. Defining the real problem 3. Ideating creatively and effectively 4. Formulating hypotheses 	<ol style="list-style-type: none"> 1. Pyramid Principle 2. Story lining & slide writing 3. Effective presentations 4. Translating hypotheses into a clear and compelling story 5. Delivering the “so what” in a powerful way 6. Facilitating the right discussion 	<ol style="list-style-type: none"> 1. Data Analytics Primer 2. Introduction to AI, DA & GenAI 3. Enrichment Session (Self-Reflection) 4. Career Spotlight 2 	<ol style="list-style-type: none"> 1. Data Analytics with Excel 2. SQL Foundations 3. SQL Advanced Applications T 4. Data Visualization with Power BI 5. Career Spotlight 3 	<ol style="list-style-type: none"> 1. Python Fundamentals S 2. Python Data Operations S 3. Python Variables and Objects 4. Coding with ChatGPT 5. Python Control Statements 6. Python Functions 7. NumPy and SciPy 8. Error Handling and File Operations 9. Prompt Programming with Python
Tools		<ul style="list-style-type: none"> • DISC assessment (workstyle) • Forio Mount Everest simulation • LMS & VC tools 	<ul style="list-style-type: none"> • HireQuotient Caseybot Simulation Exercise (Structured Problem Solving) 	<ul style="list-style-type: none"> • MS PowerPoint 	<ul style="list-style-type: none"> • Digital toolkit (e.g. Real BCG use cases and vignettes, Industrial example videos) 	<ul style="list-style-type: none"> • MS Excel • MySQL Workbench • MS Power BI Desktop • Anaconda • Jupyter Notebook • ChatGPT

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

Part-time

Module 2 & 3: BDA (Data Analyst Track)

T Track specific

Data Analytics

1. Data Analytics with Python Overview
2. Pandas Data Structures
3. Pandas Operations
4. Data Analytics with Pandas
5. Data Visualization with Python
6. Data Preparation and Feature Engineering
7. Object-oriented Programming **T**
8. Python Projects **T**
9. Career Spotlight 4 & 5
10. Practical Assessment

Machine Learning

1. Statistics for Machine Learning
2. Introduction to Artificial Intelligence and Machine Learning
3. Supervised Learning - Regression
4. Supervised Learning - Classification
5. Unsupervised Learning - Clustering
6. Unsupervised Learning - Recommender Systems
7. Finetuning ML Models with ChatGPT
8. Advanced ML - Decision Trees **T**
9. Advanced ML - Ensemble Learning **T**
10. Advanced ML - Time Series Forecasting **T**
11. Machine Learning Projects **T**
12. Practical Assessment

Capstone Project

Real Data Analytics and Machine Learning project from industry that allows for the application of all concepts and skills covered in the program, followed by a Written Exam

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

Part-time

Module 1: BDA (Functional Analyst/Manager Track)

T Track specific

Orientation		Business essentials		Digital essentials	BDA Specialisation	
		Structured Problem Solving	Business Communication	AI & Data Analytics	Introduction to BDA	Python Foundations
Topics / Skills	<ol style="list-style-type: none"> 1. Program overview 2. Growth mindset 3. Transforming your leadership 4. Owning your career 5. Your learning style 6. Networking 7. Team Building & Virtual Collaboration 8. Career Spotlight 1 	<ol style="list-style-type: none"> 1. SCQ framework and Hypothesis Tree 2. Defining the real problem 3. Ideating creatively and effectively 4. Formulating hypotheses 	<ol style="list-style-type: none"> 1. Pyramid Principle 2. Story lining & slide writing 3. Effective presentations 4. Translating hypotheses into a clear and compelling story 5. Delivering the “so what” in a powerful way 6. Facilitating the right discussion 	<ol style="list-style-type: none"> 1. Data Analytics Primer 2. Introduction to AI, DA & GenAI 3. Enrichment Session (Self-Reflection) 4. Career Spotlight 2 	<ol style="list-style-type: none"> 1. Data Analytics with Excel 2. SQL Foundations 3. Data Visualization with Tableau T 4. Data Visualization with Power BI 5. Career Spotlight 3 	<ol style="list-style-type: none"> 1. Python Fundamentals S 2. Python Data Operations S 3. Python Variables and Objects 4. Coding with ChatGPT 5. Python Control Statements 6. Python Functions 7. NumPy and SciPy 8. Error Handling and File Operations 9. Prompt Programming with Python
	Tools	<ul style="list-style-type: none"> • DISC assessment (workstyle) • Forio Mount Everest simulation • LMS & VC tools 	<ul style="list-style-type: none"> • HireQuotient Caseybot Simulation Exercise (Structured Problem Solving) 	<ul style="list-style-type: none"> • MS PowerPoint 	<ul style="list-style-type: none"> • Digital toolkit (e.g. Real BCG use cases and vignettes, Industrial example videos) 	<ul style="list-style-type: none"> • MS Excel • MySQL Workbench • Tableau Desktop • MS Power BI Desktop

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

Data Analytics

1. Data Analytics with Python Overview
2. Pandas Data Structures
3. Pandas Operations
4. Data Analytics with Pandas R
5. Data Visualization with Python R
6. Data Preparation and Feature Engineering
5. Low-code/no-code (LCNC) Analytics **T**
6. Analytics Projects **T**
7. Career Spotlight 4 & 5
8. Practical Assessment

Machine Learning

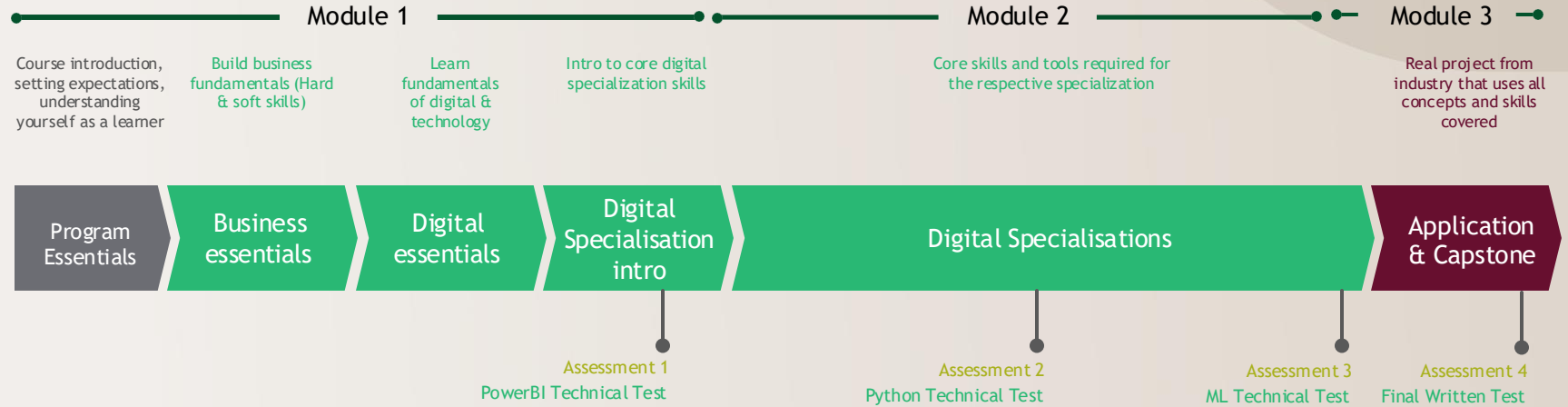
1. Statistics for Machine Learning
2. Introduction to Artificial Intelligence and Machine Learning
3. Supervised Learning - Regression
4. Supervised Learning - Classification
5. Unsupervised Learning - Clustering
6. Unsupervised Learning - Recommender Systems
7. Finetuning ML Models with ChatGPT
8. LCNC ML - Supervised Learning **T**
9. LCNC ML - Unsupervised Learning **T**
10. LCNC ML - Time Series Analysis **T**
11. Machine Learning Projects **T**
12. Practical Assessment

Capstone Project

Real Data Analytics and Machine Learning project from industry that allows for the application of all concepts and skills covered in the program, followed by a Written Exam

BDA Curriculum Breakdown (Full-time)

RISE 2.0 Overall Learning Journey – BDA (Full-time)



Synchronous ¹	107 hrs	106.5 hrs	88.5 hrs*
Asynchronous ¹	15.5 hrs	15.5 hrs	5 hrs
Assessment ²	2.5 hrs	3 hrs	1.5 hrs*

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements 5.*Estimated breakdown of hours allocated for capstone project work

Full-time

Module 1: BDA (Data Analyst Track)

Program Essentials		Business essentials		Digital essentials	BDA Specialisation	
		Structured Problem Solving	Business Communication	AI & Data Analytics	Introduction to BDA	Python Foundations
Topics / Skills	<ol style="list-style-type: none"> 1. Program overview 2. Growth mindset 3. Transforming your leadership 4. Owning your career 5. Your learning style 6. Networking 7. Team Building & Virtual Collaboration 8. Career Spotlight 1 	<ol style="list-style-type: none"> 1. SCQ framework and Hypothesis Tree 2. Defining the real problem 3. Ideating creatively and effectively 4. Formulating hypotheses 	<ol style="list-style-type: none"> 1. Pyramid Principle 2. Story lining & slide writing 3. Effective presentations 4. Translating hypotheses into a clear and compelling story 5. Delivering the “so what” in a powerful way 6. Facilitating the right discussion 	<ol style="list-style-type: none"> 1. Data Analytics Primer 2. Introduction to AI, DA & GenAI 3. Enrichment Session (Self-Reflection) 4. Career Spotlight 2 	<ol style="list-style-type: none"> 1. Data Analytics with Excel 2. SQL Foundations 3. SQL Advanced Applications 4. Data Visualization with Power BI & Tableau Desktop 5. Data Storytelling 6. Career Spotlight 3 7. M1 Assessment - Power BI Technical Test 	<ol style="list-style-type: none"> 1. Python Fundamentals 2. Python Data Operations 3. Python Variables & Objects 4. Coding with ChatGPT 5. Python Control Statements 6. Python Functions 7. NumPy and SciPy 8. Error Handling & File Operations 9. Prompt Programming with Python
	Tools	<ul style="list-style-type: none"> • DISC assessment (workstyle) • Forio Mount Everest simulation • LMS & VC tools 	<ul style="list-style-type: none"> • HireQuotient Caseybot Simulation Exercise (Structured Problem Solving) 	<ul style="list-style-type: none"> • MS PowerPoint 	<ul style="list-style-type: none"> • Digital toolkit (e.g. Real BCG use cases and vignettes, Industrial example videos) 	<ul style="list-style-type: none"> • MS Excel • MySQL Workbench • MS Power BI Desktop • Anaconda • Jupyter Notebook • ChatGPT

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers and technological advancements

Full-time

Module 2 & 3: BDA (Data Analyst Track)

M2: Data Analytics

1. Data Analytics with Python Overview
2. Pandas Data Structures
3. Pandas Operations
4. Data Analytics with Pandas
5. Data Visualization with Python
6. Data Preparation and Feature Engineering
7. Object-oriented Programming
8. Python Tutorial
9. Career Spotlight 4, 5
10. Career Services E-learning
11. Python Technical Test

M2: Machine Learning

1. Statistics for Machine Learning
2. Supervised Learning - Regression
3. Supervised Learning - Classification
4. Unsupervised Learning - Clustering
5. Unsupervised Learning - Recommender Systems
6. Finetuning ML Models with ChatGPT
7. Advanced ML
8. ML Tutorial
9. LCNC Machine Learning
10. ML Technical Test

M3: Application & Capstone Project

1. Application of Emerging Technologies - GenAI
2. AI & Data Ethics
3. DA & ML Mini-project
4. Career Services E-learning
5. Final Written Test
6. Capstone Project: Real Data Analytics and Machine Learning project from industry that allows for the application of all concepts and skills covered in the program

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

BDA Capstone Project (Part-time & Full-time)

Gain Real-World Experience with Capstone Project

Work on a capstone project using actual business data from leading companies. Apply the knowledge and skills acquired throughout the course to create solutions for real-world business challenges.

BDA Capstone Project Overview



Customer Segmentation



Churn Prediction



Data Visualization



Forward Looking Roadmap

Key questions to solve for

How to increase the volume of transactions for various customer segments?

How to intervene and convert disengaged retailers to re-engage?

What is the MoM/YoY growth in volume sold for top retailers?

How to efficiently manage marketing strategies, customer segments and re-engage customers in the future?

Suggested analyses

Perform Kmeans / RFM (Recency, Frequency and Monetary Value) analysis on the data

Build soft churn model to identify retailers who show attributes of disengagement using Logistic Regression / XgBoost

Create dashboard in Power BI reflecting the sales trend for historical data using different calculated KPIs and to visualize different customer segments

Create a future looking roadmap for Qinet to manage customer segments more efficiently and to devise retention strategy for retailers showing disengaging attributes

Expected deliverables

Methodology details and customer segments in Excel

Methodology details and list of retailers disengaging and their attributes in Excel

- Dashboards to showcase sales trend
- Visualizations that help analyze the customer segments created in the previous step

- Ideas arounds future looking roadmap

Supporting Tools

Excel, Python, PowerPoint

Python, Excel, PowerPoint

Power BI

PowerPoint

Potential business impact

E.g. Increase transaction by X% through customer segmentation strategies

E.g. Increase transaction by Y% through retention strategy for early prediction of retailers churning

E.g. Projected sales of \$X and volume trend for the next Y months

E.g. Total sales uplift and increase in volume transaction by \$X and Y% through actions X, Y & Z

Eligibility

- Singapore Citizens, Permanent Residents or Long Term Visit Pass Plus (LTVP+) holder
- Aged 21 years and above
- Minimum diploma or bachelor's degree holder, or at least 10 years working experience in any industry
- Basic literacy in operating a computer and browsing the internet
- Not currently residing overseas

Course schedule

Upcoming Full-Time Program	Upcoming Part-Time Program
<p>Course Period: 4 Months Start Date: 28 Jul – 18 Nov 2025 Online Orientation: 21 Jul 2025</p> <p>Schedule:</p> <ul style="list-style-type: none">•Daily, Monday to Friday (9am - 1pm)•5 Days / Week <p>Training Allowance (TA) is applicable for this Full-Time program</p>	<p>Course Period: 6 Months Start Date: 02 Jun – 13 Dec 2025 Online Orientation: 26 May 2025</p> <p>Schedule:</p> <ul style="list-style-type: none">•Monday, Wednesday (7pm - 10pm),•& Saturday (9am - 12pm, occasionally 1pm - 4pm)•3 Days / Week
Future Full-Time Program	Future Part-Time Program
<p>Course Period: 4 Months Tentative Start Date: 08 Sept Onwards</p>	<p>Course Period: 6 Months Tentative Start Date: March 2026 Onwards</p>

Format and attendance:

- All classes are conducted live online via Zoom. Each session is recorded for your reference.
- A minimum attendance of 75% is required. SingPass App will be used for attendance tracking.
- To successfully complete the program, you must attempt and pass all required assessments.
- While attendance at all sessions is strongly encouraged, please inform RISE in advance if you are unable to attend any class.



Career Support & Course fee

Career Guidance and Transition Support

Building your skills and taking them to market

	During RISE programme					Within 6 months after graduation
Career Spotlight (Main schedule)	Career Spotlight #1 Setting career goal	Career Spotlight #2 Utilizing networking	Career Spotlight #3 Getting an interview	Career Spotlight #4 Advancing your Profile	Career Spotlight #5 Acing interviews	
Buddies program (Small group coaching)			Career Buddies #1 CV workshop	Career Buddies #2 Interview workshop		
			Entrepreneur Buddies #1 LinkedIn profile	Entrepreneur Buddies #2 Elevator pitch		
1:1 Coaching (2 sessions per learner)	1:1 Coaching – Select from: 1) Career goal setting & action plan 2) Personal branding 3) Networking 4) Progressing my career (e.g. getting a promotion/job transfer/role expansion, finding a suitable role) 5) Refining resume 6) General interview preparation 7) Specific interview practice					
Career Skills Booster (Small group workshop)						Career Skills Booster 1-4 1) Opportunity Identification & Sourcing 2) Resume Revision 3) Interview Prep. 4) Offer negotiation
Career check-in (Survey)	Career check-in: In-course 1-3					Career check-in: Post-grad 1-3

Certificate of Completion

A Professional Certificate by BCG U, under the SkillsFuture Career Transition Programme (SCTP) will be awarded to learners who successfully complete the course*.

Graduates who achieve a score of 80% or higher will receive a Certificate with Distinction for their exceptional performance**.

Bonus: Receive Credly badges for your achievements and safeguard them using blockchain.



*Subject to meeting the minimum attendance and assessment requirement.

**Subject to meeting all other programme requirements

Course Fees & Eligibility (Part-time)

	SkillsFuture Base Subsidy	SkillsFuture Credits, UTAP, and PSEA	Net Fee Payable
Singapore Citizens who meet one of the following criteria: - No CPF contribution in the last 6 months - Receiving ComCare, Short-to-Medium Term Assistance (SMTA) or Workfare Income Supplement (WIS) - Has certified disabilities (Any age)	\$14,250 (95%)	Up to \$1,155	\$0 to \$1,155 (With Base Subsidy + SF credits/UTAP/PSEA)
Singapore Citizens (40 years old & above)	\$13,500 (90%)	Up to \$1,905	\$0 to \$1,905 (With Base Subsidy + SF credits/UTAP/PSEA)
Singapore Citizens (Below 40 years old), Permanent Residents OR Long Term Visit Pass Plus Holders	\$10,500 (70%)	Up to \$4,905	\$0 to \$4,905 (With Base Subsidy + SF credits/UTAP/PSEA)

Note on SkillsFuture credits, UTAP, and PSEA:

- Singapore citizens with SkillsFuture credits of between \$0 - \$5,500 (including \$4,000 Mid-Career top-up) could be used to offset out-of-pocket course fees (including GST) without restriction.
 - UTAP is claimable (\$250 if below 40, \$500 if 40 and above), which can also be used to offset out-of-pocket course fees (including GST) without restriction.
 - Singapore citizens below 31 can also use PSEA to offset out-of-pocket course fees without restriction.
- GST is charged on course fee after 70% subsidy applied (\$15,000 - \$10,500 = \$4,500); 9% of \$4,500 = \$405. SkillsFuture credits, UTAP, and PSEA can be used to offset GST as well.
 - Singapore citizens meeting the criteria will qualify for Additional Funding Support (AFS), but this is ultimately subject to confirmation by the relevant government authorities.
 - Please note that all fees are subject to change.

Course Fees & Eligibility (Full-time)

	SkillsFuture Base Subsidy	SkillsFuture Credits, UTAP, and PSEA	Net Fee Payable
Singapore Citizens who meet one of the following criteria: - No CPF contribution in the last 6 months - Receiving ComCare, Short-to-Medium Term Assistance (SMTA) or Workfare Income Supplement (WIS) - Has certified disabilities (Any age)	\$19,950 (95%)	Up to \$1,617	\$0 to \$1,617 (With Base Subsidy + SF credits/UTAP/PSEA)
Singapore Citizens (40 years old & above)	\$18,900 (90%)	Up to \$2,667	\$0 to \$2,667 (With Base Subsidy + SF credits/UTAP/PSEA)
Singapore Citizens (Below 40 years old), Permanent Residents OR Long Term Visit Pass Plus Holders	\$14,700 (70%)	Up to \$6,867	\$0 to \$6,867 (With Base Subsidy + SF credits/UTAP/PSEA)

Note on SkillsFuture credits, UTAP, and PSEA:

- Singapore citizens with SkillsFuture credits of between \$0 - \$5,500 (including \$4,000 Mid-Career top-up) could be used to offset out-of-pocket course fees (including GST) without restriction.
 - UTAP is claimable (\$250 if below 40, \$500 if 40 and above), which can also be used to offset out-of-pocket course fees (including GST) without restriction.
 - Singapore citizens below 31 can also use PSEA to offset out-of-pocket course fees without restriction.
- GST is charged on course fee after 70% subsidy applied (\$21,000 - \$14,700 = \$6,300); 9% of \$6,300 = \$567. SkillsFuture credits, UTAP, and PSEA can be used to offset GST as well.
 - Singapore citizens meeting the criteria will qualify for Additional Funding Support (AFS), but this is ultimately subject to confirmation by the relevant government authorities.
 - Please note that all fees are subject to change.

SkillsFuture Mid-Career Training Allowance Eligibility

Who is eligible for SkillsFuture Mid-Career Training Allowance?

Singapore Citizens, aged 40 and above.

How much Training Allowance can I receive?

Eligible learners can receive up to 50% of one's average monthly income (capped at \$3,000) over the latest available 12-month period.

How long can I receive the Training Allowance for?

You may receive the training allowance for up to 24 months over the course of your lifetime.

Are RISE 2.0 courses eligible for the Training Allowance?

Yes. As part of the SkillsFuture Career Transition Programme (SCTP), our Full-Time courses are eligible for training allowance.

When will the Training Allowance be rolled out?

Eligible learners can start to apply from 15 Jan 2025. The eligible course period to receive training allowance begins 1 April 2025.

Who can I speak to if I wish to learn more?

Feel free to reach out to our support team via Whatsapp Chat, at +65 8870 8335



FAQ

Frequently Asked Questions

What is RISE 2.0?

RISE 2.0 is a professional development programme designed to equip individuals with future-ready skills, leveraging cutting edge tools and techniques for career growth.

Who is RISE 2.0 for?

RISE 2.0 is ideal for both job seekers and working professionals looking to upskill, transition into new roles, or stay competitive in today's rapidly-evolving job market. Whether you're exploring new opportunities or enhancing your current expertise, this programme is for you.

What skills will I gain through RISE 2.0?

RISE 2.0 focuses on strategic thinking, data-driven decision-making, AI integration, ecommerce mastery, and personalized customer experience delivery.

Is RISE 2.0 part of the SkillsFuture Career Transition Programme and what types of funding are available?

Yes, RISE 2.0 is part of the SkillsFuture Career Transition Programme (SCTP), ensuring alignment with career advancement opportunities and market relevance.

Are there any subsidies or funding options available?

As part of the SCTP, eligible participants may qualify for up to 95% of SkillsFuture course subsidies, the remaining amount can be covered by SkillsFuture credit and SkillsFuture (Mid-Career) credits, UTAP support and PSEA funds.

Are RISE 2.0 courses eligible for the SkillsFuture Mid-Career Training Allowance?

Eligible RISE 2.0 participants of full-time programmes may qualify for a monthly training allowance of up to \$3,000 for up to 24 months.

Eligible RISE 2.0 participants of part-time programmes may qualify for a monthly training allowance of \$300/month, starting early 2026.

Frequently Asked Questions

How long does it take to complete the programme?

The duration of RISE 2.0 varies depending on the selected track, with options ranging from intensive full-time courses to longer part-time courses that allow learners to balance learning with work commitment.

Are there any prerequisites for joining RISE 2.0?

RISE 2.0 is designed for learners of all backgrounds. However, familiarity with basic digital tools and a growth mindset will be beneficial.

What is the learning format for RISE 2.0?

The programme combines online modules, live sessions, and hands-on projects, ensuring a flexible yet immersive learning experience.

How does RISE 2.0 support me through my career transitions?

RISE 2.0 offers career guidance, resume-building support, and networking opportunities, empowering participants to transition seamlessly into new roles or industries.

Will I receive a certification upon completing RISE 2.0?

Yes, participants who successfully complete RISE 2.0 will be awarded the prestigious BCG U Professional Certificate.

Who can I contact for more information?

For any questions, feel free to reach out to our support team via Whatsapp Chat, at +65 8870 8335.

Contact Us

Rapid & Immersive Skill Enhancement

In a world marked by rapid digital and AI advancements, pressing sustainability concerns, shifting work paradigms, or evolving customer expectations the pace of global change is staggering. To bridge the skills gap in the market, RISE is empowering Singapore's talent pool with upskilling opportunities to build in-demand skills.

Presenting a unique, up to 95% subsidised programme designed to build high-demand skills in business, technology and green sustainability.

Registrations are open, and as slots are running out fast, do register today!

New \$4,000 SkillsFuture Credit (Mid-Career) top-up now usable for RISE 2.0 programs!

[DIGITAL COURSES](#)

[SUSTAINABILITY COURSES](#)

Click here to register now
rise.bcg.com

Contact Us

WhatsApp: +65 8870-8335

Email:

contactRISE@bcg.com

Thank you

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