



# DATA-DRIVEN STORYTELLING FOR EXECUTIVES

Turn data into actionable business insights

26 **Apr**  
2024  
(Fri)  
Hong Kong





Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

### Program Overview

Companies are increasingly flooded with customer and other data collected from different touch points. Data can help you make more informed decisions and do so confidently. In addition to leveraging data for better decision making, you can use data to communicate complex ideas with clarity, precision and efficiency. How to turn data into insights and informed decisions? How to interpret stories backed up by data? How to detect potential biases in data analysis? How to use data to tell stories that can resonate with stakeholders and customers?

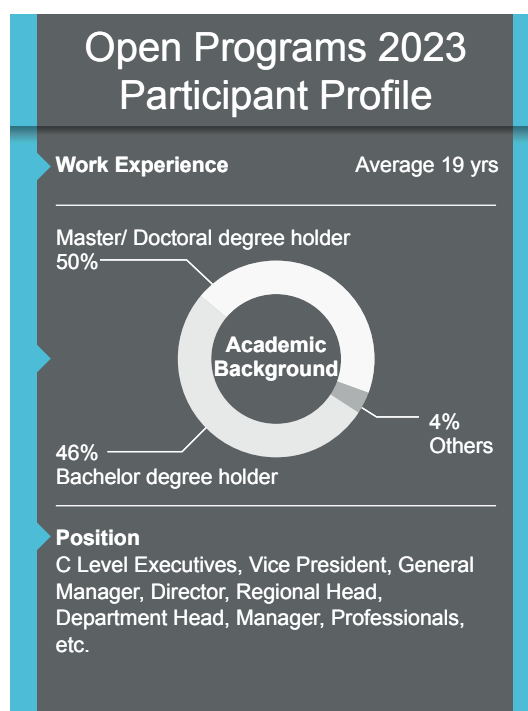
### Program Objectives

This program discusses how managers can analyze data, use them to make decisions, communicate complex ideas with data and interpret stories backed up by data. It provides participants with a set of skills to understand how to summarize data, design analyses, interpret results from data analytics, identify biased data and results, and tell a convincing story with data.

- Understand each stage of data analytics, including the most common biases in them, and be familiar with how to interpret results from data analytics
- Be familiar with communication with data and use them to tell a convincing story
- Learn the best practice to incorporate data in storytelling

### Program Content

1. Defining data analysis
  - What are major stages in data analytics?
  - What do data mean for storytelling?
  - Advantage and disadvantage of telling a story with data
2. Correlation and causality
  - Understand the difference between correlation and causality
  - How to test for causality and tell a convincing story
3. Same data, different stories
  - Heterogeneity and incompleteness
  - Different choices in data analyses lead to opposite conclusions
4. Best practice in data-driven decision making and storytelling with data
  - Select a representative sample for data collection
  - How to find patterns from data?
  - Use the right tool for data analysis
  - Tell a convincing story with data
5. Q&A



Upon completion of the program, participants will receive a certificate of participation issued by HKUST Business School.



## World Class Faculty

### Professor Allen Huang

PhD, Duke University  
Associate Dean (Undergraduate Programs)  
Professor, Department of Accounting, HKUST Business School  
Director, Karen Lee Student Mentoring Center  
Associate Director, Center for Business and Social Analytics  
Faculty Associate, Institute for Emerging Market Studies  
Executive Committee & Faculty Associate, IAS Center for Quantum Technologies

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Professor Huang joined HKUST in 2009 and has taught extensively at the undergraduate and postgraduate levels, as well as in executive education. Before joining HKUST, he was a quant researcher at the Quantitative Equity Strategy group in Lehman Brothers and Barclays Capital in New York. Prior to that, he taught in Duke University's undergraduate program and Duke University Fuqua School of Business MBA programs.

Professor Huang has also been involved in the executive education custom programs for HSBC, Swiss Re, Carter's Global Sourcing, China Life (Overseas), China Banking Association, CMB International, Hana Financial Group, RI Advice, Hong Kong Pei Hua Education Foundation, etc. as well as open enrollment program at HKUST.

Professor Huang has won various teaching and professional awards, including Franklin Prize for Teaching Excellence (2011, 2017 & 2021), Dean's Recognition of Excellent Teaching Performance (2009-2023 except no teaching in 2016) and Best Ten Lecturer (2011 and 2012).

Professor Huang's research interests include fintech, big data, AI, blockchain, and securities regulation. His research has been published in some of the best scholarly journals including *Journal of Finance*, *Management Science*, *The Accounting Review*, *Journal of Accounting Research*, *Journal of Accounting and Economics*, *Journal of Financial and Quantitative Analysis*, *Review of Accounting Studies* and *Contemporary Accounting Research*. Outside the academic circle, his research has also been featured in *Harvard Business Review*, *Financial Times*, *CNBC*, *Harvard Law School Forum*, *Columbia Law School Blue Sky Blog*, *Centre for Economic Policy Research's Policy Portal*, *CFO*, and *CFA Digest*. He presents frequently in international accounting and finance conferences, and is regularly invited to review papers in scholarly journals. He is an editor of *Journal of Business Finance & Accounting*. The U.S. Securities and Exchange Commission has cited Professor Huang's academic research in revising the disclosure rules of publicly traded companies.

Professor Huang designed and taught the curriculum on Blockchain for the Hong Kong Monetary Authority's Enhanced Competency Framework for Banking Practitioners, as well as the curriculum for China Banking Association's FinTech qualification. He also served as a judge for Shenzhen-Hong Kong Financial Collaborative Innovation Award, Fintech Initiative Award, and 2020 International Blockchain Olympiad.

Professor Huang was a keynote speaker at the Hong Kong Fintech Week. He has presented in universities and conferences in USA, Canada, Germany, France, Singapore, China and Korea. Professor Huang also co-chaired the Capacity Building Working Group of the Center of the Green and Sustainable Finance Cross-Agency Steering Group in Hong Kong.

## Who Should Attend

Executives that intend to make data driven decision making, to improve storytelling with data, and to use data analysis to convince stakeholders including employees, other managers and customers.

## ▪ Fees

Program Fee	HK\$8,500
Early bird (by 28 March 2024)	HK\$7,500
HKUST Alumni # or Corporate rate/Group participation*	HK\$6,500

# Including participants of our open programs

\* 3 or more concurrent registrations

## ▪ Daily Schedule

9:30am – 12:45pm	Morning Session
12:45pm – 1:45pm	Lunch
1:45pm – 5:00pm	Afternoon Session

Daily schedule is subject to change

## ▪ Venue

HKUST Business School Executive Education Suite  
3/F, Lee Shau Kee Business Building  
The Hong Kong University of Science and Technology  
Clear Water Bay, Kowloon, Hong Kong

## ▪ Contact & Registration

Registration deadline: 12 April 2024

To register, please complete the registration form attached or online registration form and send the completed form with program fee by **cheque payable to “The Hong Kong University of Science and Technology”** to:

### Mr. Garrie Pang, Assistant Manager

HKUST Business School Executive Education Office  
Room 3011, Lee Shau Kee Business Building  
The Hong Kong University of Science and Technology  
Clear Water Bay, Kowloon, Hong Kong

☎ (852) 2358 8013 (Mr. Garrie Pang)  
(852) 2358 7541 (Ms. Christine Chan)  
✉ ExecEd@ust.hk  
🌐 [execed.hkust.edu.hk](http://execed.hkust.edu.hk)

Program fee is due upon acceptance of application.

Program details will be sent to participants by email 10 days prior to the program commencement date. If participants do not receive it accordingly, please contact us.

*Places are available on a first come, first served basis.*

*HKUST Business School reserves the right to make any amendments to the program without prior notice.*

## ▪ Cancellation and Refund Policy

A 50% refund of program fee is available for cancellation received in writing at least 4 weeks prior to the program commencement date.



Website



WeChat

# HKUST BUSINESS SCHOOL EXECUTIVE EDUCATION PROGRAM

## REGISTRATION FORM

*(Photocopy of this form is accepted)*

Please return the completed registration form to our office:

Mr. Garrie Pang, Assistant Manager  
HKUST Business School Executive Education Office  
Room 3011, Lee Shau Kee Business Building  
The Hong Kong University of Science & Technology  
Clear Water Bay, Kowloon, Hong Kong

✉ : ExecEd@ust.hk ☎ : ( 852 ) 2335 5836

*Please affix your business Card here*

Program Name & Date: \_\_\_\_\_

### PARTICIPANT INFORMATION

Last Name (Mr / Mrs / Ms / Dr \*) : \_\_\_\_\_

Given Name : \_\_\_\_\_

Name to be printed on the certificate : \_\_\_\_\_

Job Title : \_\_\_\_\_

Company : \_\_\_\_\_

Industry : \_\_\_\_\_

Job Responsibilities : \_\_\_\_\_

Correspondence Address (Office / Home\*) : \_\_\_\_\_

Telephone : \_\_\_\_\_ (Office) \_\_\_\_\_ (Mobile)

Email : \_\_\_\_\_ Fax : \_\_\_\_\_

Highest Degree Obtained : \_\_\_\_\_

Work Experience (Number of years) : \_\_\_\_\_

If you are HKUST student or alumni, please fill in the following :

Program currently studying or graduated : \_\_\_\_\_

Year of graduation : \_\_\_\_\_ Student ID : \_\_\_\_\_

*All information submitted will be kept confidential. Personal data will be used for the purpose of market research, program development and electronic direct mailing only.*

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

*\* Please delete where inappropriate*