



UTM
UNIVERSITI TEKNOLOGI MALAYSIA



CAREER TALK: SYSTEM DEVELOPMENT AT CREDENCE (SUBSIDIARY TM)

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INDUSTRIAL TALK 2: SYSTEM DEVELOPMENT @ CREDENCE (TM SUBSIDIARY)

Description of the system development

Analytics is the structured practice of splitting data into segments to break them apart in order to produce highly valued insights that can perhaps be used for informed decisions. This involves making a dive through supplies of data to search for patterns, trends and connections that are useful information. Getting the data from internal and external sources, processing raw data into usable format, getting under analytics and modelling as well as prediction of trends in future have been some steps made in course this analytical journey. There are different careers in relation with analytics including Business Analyst, Data Architect, Data Scientist, Data Analyst, Data Engineer, and BI Developer.

History

Dr Qistina was interested in learning data, IOT, AI. In 2016, she decided to enroll courses related to data which is Data Engineering major in UTM. In her 4th year, she then had a 10 months long Industrial Training which was one of her most challenging times in her university life. She was also gifted a position to help in a project as a Social Media Data Analyst, A job where she analyzes information from different platforms and then showcase the result into a visualization. The manager was impressed with her work to the point after her graduation in 2020, she stays in her position as a Social Media Data Analyst at TMONE. When the project ended in 2021, the manager gave a much higher role which is making Dr Qistina as the Data Engineer, a job that requires more technical skills than her previous role. Moving to the present time, She moved to another job as an Analytics Delivery working in AI operation at Credence.

Technology & tool use in Credence's system development

Technologies and tools used in Credence's system development include:

- Database systems such as PostgreSQL, ClickHouse, and Druid
- Visualization systems such as Tableau, PowerBI, Metabase, and Superset
- ETL (Extract, Transfer, and Data) tools such as Airflow and Spark
- Programming languages such as SQL, PHP, and Bash

REFLECTION



GOH CHANG ZHE

From this industry talk, I learned and understood what data analysis is, the various careers in data analysis and various tools and techniques used in system development. Apart from this, I learned that a good work culture or environment requires proper and open communication. If I were to be a systems developer in four years, I would make sure I was constantly learning and trying to keep myself busy to keep improving.

From the career talk, I realized that industrial training is essential for every student's future because it provides many opportunities to help students enhance their skills, which include technical skills, communication skills, and problem-solving skills. Besides that, I will keep on learning new knowledges to become a successful system developer .



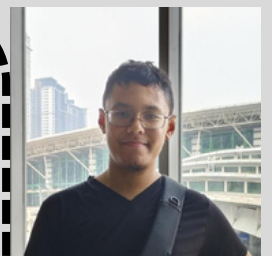
CHONG ZU WEI



CHUA SHANG YEET

I learned from Ms. Qistina's industry talk that we may divide up the project's roles with colleagues if we run into issues that we are unable to resolve on our own. As a result, we must work as a team to address the issue with our colleagues in order to guarantee that we function efficiently and smoothly so the client is satisfied with our service.

Ms. Qistina's talk about system development at Credence gives an insight regarding various job opportunities available in the field of analytics. She emphasized the importance of communication, teamwork, and confidence as key roles in achieving a good workplace.



**Reza Mouna
Hendrian**



**Fadhil Raihan
Gunawan**

From the industry talk, I learned that analytics have a crucial role in system development with many different kind of jobs. Students should strive to get better, communicate with their surrounding, and have a strong confidence in order to succeed in the future.