







# Using data analytics to enhance audit effectiveness, risk management and business performance

Topic	Content overview
<b>Embracing technology</b>	 <ul style="list-style-type: none"> <li>Major themes from KPMG/Forbes Insight Survey, Audit 2025: The future is now</li> </ul>
<b>Introduction to data analytics</b>	 <ul style="list-style-type: none"> <li>Benefits of data analysis</li> <li>The market perspective</li> <li>Business intelligence ecosystem</li> <li>KPMG's data analytics methodology</li> </ul>
<b>Preliminary assessment and planning</b>	 <ul style="list-style-type: none"> <li>Identify your data analytics team structure</li> <li>Work plan development</li> <li>Project management</li> </ul>
<b>Data collection and pre-processing</b>	 <ul style="list-style-type: none"> <li>Scoping and data requests</li> <li>Data extraction and security</li> <li>Loading, validation and preparation</li> </ul>
<b>Data analysis</b>	 <ul style="list-style-type: none"> <li>Work plan review and analysis roadmap</li> <li>Data analytics techniques</li> <li>Quality control and prioritising results</li> </ul>
<b>Data visualisation and reporting</b>	 <ul style="list-style-type: none"> <li>Selecting an appropriate report format</li> <li>Recommendations based on data analytics results</li> <li>Data visualisation techniques</li> </ul>

## About the speakers



**Eric Poh**  
**Director, Forensic**  
**KPMG in**  
**Singapore**

**T:** +65 6213 3404

**E:** epoh@kpmg.com.sg

Eric is a Director at KPMG's Forensic practice, and specialises in forensic investigation and forensic data analytics. He is currently leading the Forensic Data Analytics team in KPMG.

In his 12 years of service with KPMG, Eric has worked on several forensic investigation cases, including cross-borders investigations. While Eric started his career specialising in fraud investigations, he is also active in forensic data analytics and has helped several companies to implement data analytics as part of the company's fraud detection tool.

He is also an associate member in the Association of Certified Fraud Examiners.



**Paul Freeborn**  
**Director, IT**  
**Assurance Services**  
**KPMG in Singapore**

**T:** +65 6411 8410

**E:** pfreeborn@kpmg.com.sg

Paul is a Director in the IT Assurance Services practice with KPMG in Singapore. He has more than 25 years of experience in the fields of IT audit, IT security, financial audit, accounting, internal audit and compliance.

Paul specialises in business process analysis and controls design, data analytics and IT internal audit. He is also responsible for developing KPMG's Data Analytics service capabilities for internal audit clients.

Paul has worked with KPMG in Australia (financial audit, IT audit), the UK (IT audit, project management, SOX 404) and Singapore (IT audit, IT security, software compliance). He recently re-joined KPMG after a number of years with Sony in both Internal Audit and Compliance roles.



**Feng Yuzhang**  
**Associate Director,**  
**Digital + Innovation**  
**KPMG in Singapore**

**T:** +65 6507 1506

**E:** yuzhangfeng@kpmg.com.sg

Yuzhang is an Associate Director in the Digital + Innovation team with KPMG in Singapore and leads the advanced analytics team.

With a PhD in Knowledge Engineering, Yuzhang specialises in advanced analytical techniques and methodologies. He has over 12 years of experience with various organisations, and has been the technical lead for many advanced analytics projects around fraud detection and anti-money laundering for large enterprise clients in both the public and private sectors.

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