anaSudani

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عيد مبارك

Eid Mubarak

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From our anaSudan family to you, your families and our beloved Sudan

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We are delighted to unveil

our new brand identity ...

ana Sudan

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Who are we?

anaSudan is a purpose driven social enterprise focused on accelerating development for the people of Sudan and the Sudanese diaspora.

Our Story

anaSudan means 'I am Sudan' - it reflects the inclusive and collaborative spirit of our community-led organisation

We believe that anybody with a positive interest in Sudan's social and economic development can participate in the rebuilding of our nation, whether they are Sudanese or from overseas

Sudan has a complex social make-up. It is a unique melting pot prime for development. We believe in a new Sudan that is a fertile foundation for opportunity and growth

The founders of anaSudan are inspired to drive long-lasting change and create a bright future for the next generations.

Our Purpose

Create a united, prosperous and successful Sudan.

Our Mission

Create opportunity and investment within Sudan and ultimately empowering the Sudanese people and diaspora to transform Sudan for the better.

Our Vision

Create a new and positive role for Sudan and its people on a global stage.

Our Tagline

Championing Change for our Nation

Strategic Pillars:

1. Cultivate Community

anaSudan is committed to establishing a strong community. We are focused on bridging geographic barriers and social barriers.

We aim to connect professionals, entrepreneurs and innovators, who are dedicated to the advancement and development of a new Sudan.

Strategic Pillars:

2. Advance Investment

We want to create investment opportunities for the Sudanese people and economy. Demonstrate to the diaspora and foreign investors the benefits of investing in Sudan.

Our aim is to reinvigorate the economy; rebuild the social fabric, reenergise entrepreneurialism and innovation in Sudan and amongst the Sudanese Diaspora.

Strategic Pillars:

3. Nurture Leadership

Drive entrepreneurship and cultivate a start-up culture within Sudan and the wider Sudanese Diaspora.

A core focus will be to nurture leaders, influencers within the younger Sudanese population, enabling them to build a stronger future for generations to come.

Shining the Spotlight on our Nation's Rising Stars…

The Power of Mentoring…

Who am I?

Tagwa Warrag, computer science graduate from Sudan University of Science and Technology. I enjoy painting, writing, and – quite recently- martial arts. I have also been learning German for the past three years. I used to work as part-time digital content-creator at Andariya, and did some operational IT work at Huawei-Sudan as well.

What do I do?

Currently I work as a commercial data analyst at Zain Sudan, and I also do part-time mentoring and blogging about analytics and data. I am into qualitative analysis and the building of narrative and stories around data and numbers, especially from African and womanism point of view.

How did I get here? - what are key lessons learnt that were a key turning point in my success (personal or professional)?

Most of the changing moments and turning points in my life came accidently. Of course I would –obsessively- plan and specify my targets and track my milestones. But at the same time, I try to keep an open mind towards the unexpected journeys and unplanned goals. Openness and trust got me where I am today, and I would change nothing if I went back on time.

What motivated me to get to this position?

I stay hungry. Thinking that there is always something more that I can achieve keeps me in the track. Other times, when I am limited by the available options that I have at hand, I see no other way but trying a bit harder. As draining as it could be, it also alert about the need to work-life balance.

Who do I look up to as a role model? and Why?

My father is my first role model. Growing up, seeing how passionate he was for his work and projects, and him having to prove himself in a foreign country have both always encouraged me to dedicate and commit to create something that I can be proud of.

I love Roxanne Gay and Lidia Yuknavitch writings and books. They both teach me about vulnerability and are stories for the misfits.

Why is mentoring important? and how can it help shape someone else's success?

Mentoring is like a mirror to me. I get the chance to revaluate myself and see my areas of interest through my mentees perspective. It is an amazing learning and teaching experience that is full of surprises. There are things that you won't learn about from online courses or summer schools, and I believe designing group-like collective conversational efforts that are also scientific and educational in the framework of a mentorship is one of the most efficient and helping ways.

It's All About Data ~ A Candid Chat

A riveting series exploring the data and analytics fields with Yusra Ahmad, a Data and Analytics Expert with in-depth experience in the global data and analytics market.

In this series anaSudan would like to give data a little bit of character, which we think it deserves as it's a hot topic that's been quietly shaping our modern-day world from behind the scenes without being noticed.

Data and analytics also take centre stage from anaSudan's perspective, whilst they sit square at the heart of our vision of *creating a new and positive role for Sudan and its people on a global stage*. Our long-term goal is *aligning Sudan as a strong competitor in the global service offshoring market.*

In this series, Yusra helps breakdown in lemans terms the whole data and analytics piece, to enable us to readily engage with the topic whether as a private business, entrepreneur or public institution.

anaSudan: What's data analytics and what are the misconceptions about this field?

Yusra: This is a big question. I hear it a lot and we make this mistake regularly, even I sometimes trip myself up. We tend to talk about it as data analytics , but what we should be conscious of is there are a lot of terms that are used interchangeably.

So data is raw outputs; for example a computer that has data within it and operates on the basis of 0's and 1's. This is pure stats that are either qualitative or quantitative; words and numbers are pieces of data; and pretty much everything has data in it.

When we talk about data and data management specifically, we're talking about the concept of managing that data. This means anything from ***how do we collect the data? how do we ensure it is of good quality? how do we govern that data?***

Cont'd… It's All About Data

How do we secure the data? This is especially in the case of sensitive personal data where there are specific data privacy regulations by which a business is required to abide. The business must ensure no one has access to the information.

In terms of analytics, business intelligence, machine learning, advanced analytics, data science, artificial intelligence, these may seem like much more exciting buzz words, but they all mistakenly get wrapped into 'data analytics'.

When we're talking about analytics in particular, we're talking about a number of things; for example management information and the ability to provide insights into organisations from that data. Ultimately what you're doing is moving the data from raw data into information. **These are the things that are going to inform your decision-making, especially at a senior leadership level**.

When you venture into the data science space, that's where you encounter machine learning, and artificial intelligence, bearing in mind these areas are different areas in their own right.

Machine learning is ultimately the use of large volumes of data and that's were we start seeing the term 'big data'. But machine learning doesn't necessarily have to be big data, although that generally does help. What you're doing here is creating models based on historical data, which helps create a view of what could happen in the future through the generation of algorithms to support those theories.

Whereas machine learning is about **'how can what we know inform the future and help us workout in large scale what we don't know?'** artificial intelligence is the concept of **'finding out what we don't know'.**

Essentially, there's a huge variety of different roles, skill sets, topics and purposes to all of these buzz words, but the biggest misconception is that they get lumped into one domain. Whereas these are far more complex environments.

Watch the full series here: https://www.youtube.com/channel/UCpu8o_fbpq6RlADlUHVTuKA

From the Sudan's
Red Sea, with love

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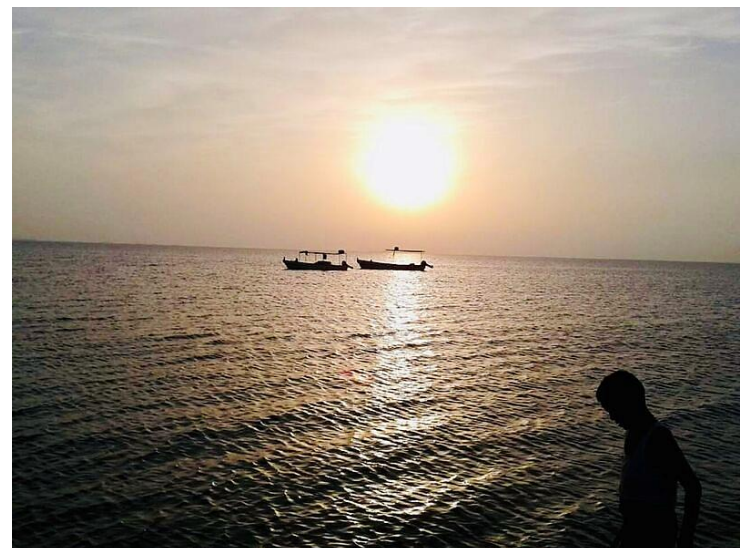
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