

DATA ANALYSIS

FOUNDATIONS APPLICATIONS



OUR ACCREDITATION & PARTNERS



DATA ANALYSIS FOUNDATIONS APPLICATIONS



OVERALL DESCRIPTION:

This course is meticulously designed for professionals who recognize the power of data and want to build a robust, practical foundation in its analysis and application. We'll move beyond theory to equip you with the essential tools and methodologies required to collect, clean, analyze, and visualize data, ultimately empowering you to make confident, data-driven decisions that propel your career and your organization forward.

Course Objectives:

Upon completion of this course, participants will have the knowledge and skills to:

- Identify, collect, and prepare diverse data sets for analysis, ensuring data quality and integrity.
- Apply core statistical concepts to uncover hidden trends, patterns, and relationships within data.
- Master key data analysis tools and techniques, enabling efficient data manipulation and interpretation.
- Develop compelling and clear data visualizations to effectively communicate complex findings.
- Formulate and present data-backed recommendations that drive tangible business outcomes.

Course Outline:

The Data Ecosystem

- Understanding the Data Analysis Lifecycle
- Types of Data and Data Sources
- The Role of the Data Analyst in an Organization



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Course Outline:

Data Wrangling and Preparation

- Collecting Data: Methods and Best Practices
- Cleaning and Handling Missing or Inconsistent Data
- Data Transformation for Analysis Readiness

Foundational Statistical Analysis

- Descriptive Statistics: Summarizing and Visualizing Data
- Inferential Statistics: Making Inferences from Samples
- Introduction to Hypothesis Testing and A/B Testing

Hands-On Application and Tooling

- Exploring Key Analytical Tools (e.g., spreadsheet software, introductory programming concepts)
- Case Study: A Practical Data Analysis Project from Start to Finish

Visualization and Strategic Communication

- Principles of Effective Data Visualization
- Creating Impactful Charts, Graphs, and Dashboards
- The Art of Data Storytelling: Presenting Findings and Recommendations

WHO SHOULD ATTEND?

This course is ideal for business professionals, analysts, marketers, and managers who are new to the field of data analysis or who wish to solidify their foundational knowledge. It is particularly valuable for those who want to harness the power of data to improve their job performance, inform strategic planning, or transition into a data-centric role. No prior programming or advanced statistical knowledge is required.

Course Methodology:

We utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This training course will be conducted as a highly interactive workshop session. A variety of training methodologies will be used Before and during the course whenever applicable. Some of these methods are gamification, online pre-post test, role plays, self-assessment instruments, group exercises & case studies.

