

DATA ANALYSIS TECHNIQUES

"Transform Raw Data into Actionable Insights for Smarter Business Decisions."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In the modern business world, data is the new currency — and those who can interpret it hold the power to make informed, strategic decisions. The Data Analysis Techniques course provides participants with the essential tools and methodologies for collecting, cleaning, analyzing, and visualizing data effectively.

From spreadsheets to advanced analytics, this course bridges the gap between raw data and meaningful conclusions. Participants will learn how to identify trends, perform statistical analysis, visualize insights, and support decision-making using analytical software such as Excel, Power BI, and Python basics for data analytics.

Whether you are managing operations, marketing, finance, or logistics, mastering data analysis empowers you to turn information into impactful strategies that drive performance and growth.

Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals and workflow of data analysis.
- Clean, transform, and prepare datasets for accurate interpretation.
- Apply descriptive and inferential statistical methods for data-driven insights.
- Create impactful data visualizations to communicate findings effectively.
- Identify trends, patterns, and correlations within data.
- Use tools like Excel and Power BI for analytics and reporting.
- Apply analytical thinking to solve real-world business challenges.
- Present data-driven recommendations with clarity and confidence.

Why Attend

Organizations today are driven by data. Those who can interpret it accurately make faster, better, and more profitable decisions. This course offers a hands-on, practical approach to analyzing data using modern tools and techniques.

You'll gain valuable analytical and visualization skills applicable to various functions — marketing, operations, HR, finance, and supply chain. Whether you're a beginner or looking to strengthen your analytical expertise, this training will help you master the art of turning data into decision power.

Target Audience

This course is suitable for:

- Data Analysts and Business Analysts
- Managers and Decision Makers
- Marketing, Operations, and Finance Professionals
- Supply Chain and Logistics Managers
- IT and Data Science Beginners
- Anyone seeking to build analytical and visualization skills

Individual Benefits

- Gain practical experience in analyzing and interpreting real datasets.
- Improve your ability to make data-driven business decisions.
- Master Excel and Power BI analytical features for daily operations.
- Enhance critical thinking and quantitative reasoning skills.
- Increase employability and professional value in data-driven industries.
- Build confidence in presenting analytical findings and reports.

Organizational Benefits

- Develop in-house analytical capabilities for improved decision-making.
- Optimize business operations through data-backed insights.
- Reduce inefficiencies by identifying performance gaps and trends.
- Foster a data-driven culture across departments.
- Strengthen forecasting, reporting, and strategic planning processes.
- Enhance collaboration between technical and managerial teams.

Instructional Methodology

The course employs a hands-on, experiential learning approach through:

- Interactive software demonstrations and guided analysis exercises
- Real-world business and operations case studies
- Step-by-step statistical and visualization tutorials
- Group projects using Excel and Power BI
- Instructor-led workshops on data storytelling
- Continuous feedback and performance assessment

Course Outline

- Module 1: Introduction to Data Analysis and Key Concepts
- Module 2: Data Collection, Cleaning, and Preparation Techniques
- Module 3: Descriptive Statistics and Summarizing Data
- Module 4: Data Visualization and Dashboard Design (Excel & Power BI)
- Module 5: Inferential Statistics and Hypothesis Testing
- Module 6: Correlation, Regression, and Trend Analysis
- Module 7: Forecasting and Predictive Data Models
- Module 8: Data Interpretation and Decision-Making
- Module 9: Presenting Analytical Reports and Insights
- Module 10: Capstone Project – Business Decision Case Study

Certification

Upon successful completion, participants will receive a Certificate in Data Analysis Techniques, recognizing their ability to analyze, interpret, and visualize data effectively for strategic business and operational success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

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