

AMA-2006: Advanced Tools and Techniques for Data Analysis

Course Code: 2006

Duration: 2 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

In this hands-on course, you will cover a variety of analytics tools, such as histograms, ANOVA analysis, A/B testing, Pareto analysis, clustering, box plots, scatter diagrams, partitioning, unstructured text analysis, and multivariate regression analysis. Best of all, no background in statistics or programming is required. As long as you have a basic understanding of spreadsheets, you will learn how to manipulate complex data sets so you can gain insights that are not possible with common business intelligence techniques.

SKILLS COVERED

After taking this course, you should be able to:

- Go above and beyond standard business intelligence analysis techniques
- Get answers to complex data analysis questions without becoming a statistician
- Learn which data analysis technique to use for various business problems
- Extract the most meaningful results from large and small data sets and multiple data types
- Become familiar with basic text analysis tools and gain insights from unstructured text data
- Use advanced analysis functions in Excel and open source tools
- Build on your basic understanding of spreadsheets to access powerful analytic techniques

- Improve your business efficiency and effectiveness

WHO SHOULD ATTEND?

Business professionals looking for data analysis tools to solve complex problems such as customer churn, statistically valid web-page optimization, and social media/online customer feedback analysis.

MODULES

Module 1: Giving Feedback

- Apply the Most Effective Data Analysis Technique to a Specific Business Problem
- Extract Meaningful Results from Large and Small Data Sets to Improve Business Efficiency and Effectiveness
- Interpret Results from the Analysis of Unstructured Text (Emails and Social Media) to Provide Insight into Specific Business Problems
- Gain Increased Confidence in Your Ability to Use the Advanced Analysis Functions in Excel and Open-Source Tools to Share Newly Discovered Insights with Others in the Organization

Module 2: Data Analytics and Business

- Understand How Business Analytics (BA) Enhances Business Intelligence (BI)
- Resolve Business Challenges That Yield to Data
- Gain Insight from Data Analytics
- Learn a Methodology for Framing Business Questions That Will Use Data and Analytics as the Basis for Answers and Solutions

Module 3: Working with Data

- Identify Which Data Analysis Tools Best Answer Common Analytical Business Questions
- Understand How the Microsoft® Excel Analysis ToolPak and Other Programs Can Be Used for Advanced Data Analysis
- Select the Appropriate Tools and Techniques for Your Data
- Apply Analytical Tools to Answer the Basic Business Questions You Are Facing in Your Work

Module 4: Advanced Analytical Techniques

- Recognize How Advanced Data Analysis Techniques Can Be Used to Address a Variety of Business Challenges
- Perform Various Data Analysis Techniques Including Correlation and Linear Regression, Multivariate Regression, Predictive Models, and ANOVA Analysis
- Determine Data Analysis Techniques That Can Be Applied to Your Organization

Module 5: Specialized Tools and Techniques

- Recognize How Advanced Data Analysis Techniques Can Be Used to Address a Variety of Business Challenges
- Determine Analysis Techniques That Can Be Applied to Your Organization
- Perform Various Data Analysis Techniques (Moving Bubble Analysis for Multivariable Time Series, Unstructured Data Text Analysis, and Contingency Analysis, the Chi-Square Test, and the A/B Test)

Module 6: Applying the Techniques

- Demonstrate the Skills and Knowledge You've Acquired to Analyze Data and Determine Relevant Business Questions
- Use Many of the Techniques and Tools Demonstrated During the Seminar

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