



*Training Course:
Mastering Business Data Collection, Analysis,
and Presentation*

*27 April - 1 May 2025
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Mastering Business Data Collection, Analysis, and Presentation

Training Course code: SC235328 From: 27 April - 1 May 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6000 ₺ Euro

Introduction:

This training program is designed to equip participants with the essential skills and knowledge required to effectively collect, analyze, and present business data. In today's data-driven business environment, the ability to gather, interpret, and communicate data insights is crucial for making informed decisions and driving organizational success.

Objectives:

- Understand the importance of data in decision-making processes.
- Learn techniques for collecting and organizing business data effectively.
- Develop skills in analyzing and interpreting data to extract actionable insights.
- Gain proficiency in presenting data findings clearly and persuasively to stakeholders.
- Apply data visualization principles to enhance the impact of presentations.

Target Audience:

This training program is suitable for professionals across various industries who work with data or are involved in decision-making processes. It is particularly beneficial for:

- Business analysts
- Data analysts
- Managers and team leaders
- Marketing and sales professionals
- Operations and project managers
- Anyone interested in enhancing their data literacy skills

Outlines:

Day 1:

Introduction to Business Data Analysis

- Understanding the role of data in business decision-making
- Types of data: qualitative vs. quantitative, primary vs. secondary
- Introduction to data collection methods and sources
- Data management and organization best practices

Day 2:

Data Analysis Techniques

- Exploratory data analysis EDA techniques
- Descriptive statistics: measures of central tendency, dispersion, and distribution
- Inferential statistics: hypothesis testing, confidence intervals
- Introduction to data modeling and predictive analytics

Day 3:

Data Visualization and Presentation

- Principles of effective data visualization
- Tools and techniques for creating compelling visualizations
- Designing dashboards for data monitoring and reporting
- Storytelling with data: structuring presentations for maximum impact

Day 4:

Advanced Data Analysis

- Advanced statistical analysis techniques e.g., regression analysis, time series analysis
- Introduction to machine learning concepts and algorithms
- Data mining and pattern recognition
- Ethical considerations in data analysis and interpretation

Day 5:

Hands-on Workshop and Case Studies

- Practical exercises using real-world datasets
- Case studies and group discussions on data analysis challenges and solutions
- Presentation of individual or group projects showcasing data analysis skills
- Review and feedback session

Registration form on the Training Course: Mastering Business Data Collection, Analysis, and Presentation

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