Global Horizon
TRAINING CENTER

Training Course:
Data Analysis Professional

11 - 15 May 2025
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe

Training Course:
Data Analysis Professional

Training Course code: SC235656 From: 11 - 15 May 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6000 ⬜ Euro

Introduction

In today⬜s data-driven world, the ability to analyze and interpret data effectively is a critical skill for professionals across all industries. Data analysis not only allows organizations to make informed decisions but also helps in uncovering hidden trends, optimizing processes, and gaining a competitive edge. As businesses accumulate vast amounts of data daily, the demand for skilled data professionals who can turn raw data into actionable insights is on the rise.

The "Data Analysis Professional" training program is meticulously designed to provide participants with a comprehensive understanding of data analysis methodologies, tools, and techniques. It combines theoretical knowledge with hands-on practice, enabling participants to clean, process, analyze, and visualize data to derive meaningful conclusions. Participants will explore popular tools such as Excel, Power BI, and Python while delving into core statistical concepts and advanced techniques like predictive analytics and machine learning.

Whether you are looking to enhance your current skill set, pivot into a data-centric role, or empower your organization with data-driven strategies, this program offers the tools and expertise to succeed. The program emphasizes not only technical proficiency but also the ability to communicate insights effectively, ensuring participants can present their findings in a manner that influences decision-making and drives organizational success.

This training will prepare you to meet the demands of the ever-evolving digital economy, where data is the currency of innovation. By the end of this program, you will emerge as a confident and capable data analysis professional, ready to tackle real-world challenges and contribute to your organization⬜s data-driven growth.

Target Audience

- Professionals in finance, marketing, operations, and IT looking to enhance their data analysis skills.

- Data analysts and business intelligence professionals seeking advanced knowledge.

- Managers and team leaders who need to interpret data for decision-making.

- Entry-level data professionals aiming to build a robust foundation in data analysis.

- Individuals aspiring to transition into data analysis or data science roles.

Objectives

By the end of this training program, participants will:

1. Understand the fundamental principles of data analysis and its applications.

2. Develop skills to clean, process, and visualize data for insights.

3. Master the use of industry-standard tools like Excel, Power BI, and Python.

4. Apply statistical methods and machine learning techniques for data interpretation.

5. Create impactful reports and dashboards to communicate data findings effectively.

Outlines

Day 1:

Foundations of Data Analysis

- Session Topics:

    - Overview of data analysis: Importance and applications.

    - Types of data: Structured, unstructured, and semi-structured.

    - Data lifecycle and workflows.

    - Introduction to data collection methods.

- Hands-On Activity:

    - Identifying and categorizing types of data from sample datasets.

    - Using Excel for data cleaning and basic analysis.

- Outcomes: Participants will understand the basics of data analysis and practice cleaning and organizing datasets.

Day 2:

Tools and Techniques for Data Analysis

- Session Topics:

    - Introduction to data analysis tools: Excel, Power BI, and Python.

    - Data preparation: Cleaning, transforming, and formatting.

    - Exploratory Data Analysis EDA: Identifying trends and patterns.

    - Introduction to Power BI: Building basic visualizations.

- Hands-On Activity:

    - Developing a Power BI dashboard for a sample dataset.

- Outcomes: Participants will be able to use tools for cleaning, transforming, and visualizing data.

Day 3:

Statistical Analysis and Interpretation

- Session Topics:

    - Core statistical concepts: Mean, median, mode, variance, and standard deviation.

    - Hypothesis testing and confidence intervals.

    - Correlation and regression analysis.

    - Identifying and mitigating biases in data interpretation.

- Hands-On Activity:

    - Using Python for statistical analysis with Pandas and NumPy libraries.

- Outcomes: Participants will be proficient in applying statistical methods to analyze and interpret data.

Day 4:

Advanced Data Analysis Techniques

- Session Topics:

    - Introduction to machine learning: Supervised vs. unsupervised learning.

    - Predictive analytics and forecasting techniques.

    - Feature engineering and data modeling basics.

    - Integrating Python and Power BI for advanced analytics.

- Hands-On Activity:

    - Building a predictive model using Python□s Scikit-learn library.

- Outcomes: Participants will gain exposure to advanced data analysis techniques, including predictive modeling.

Day 5:

Communicating Data Insights

- Session Topics:

- Storytelling with data: Best practices.

- Designing impactful visualizations and dashboards.

- Effective reporting and presentation of data findings.

- Case study: Solving a real-world business problem using data.

- Hands-On Activity:

  - Creating a comprehensive Power BI dashboard and presenting findings.

- Outcomes: Participants will be able to create reports and dashboards that effectively communicate insights to stakeholders.

Registration form on the Training Course:
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