Global Horizon
TRAINING CENTER

Training Course:
Applied Data Analysis Masterclass:
Visualization, Statistics, and Advanced Tools

2 - 6 June 2025
London (UK)
Landmark Office Space - Oxford Street

Training Course:
Applied Data Analysis Masterclass: Visualization, Statistics, and Advanced Tools

Training Course code: SC235723 From: 2 - 6 June 2025 Venue: London (UK) - Landmark Office Space - Oxford Street
Training Course Fees: 6000 Euro

Introduction

In an era driven by data, the ability to effectively analyze, interpret, and communicate insights is critical for decision-making and strategic planning. The Applied Data Analysis Masterclass is designed to equip participants with practical skills in data visualization, statistical analysis, and the use of advanced programs. This intensive training program is tailored to provide hands-on experience, transforming raw data into actionable insights. Participants will explore various tools and techniques for analyzing complex datasets, creating compelling visualizations, and leveraging advanced software programs to streamline data analysis processes.

The masterclass will delve into critical aspects of data analysis, including descriptive and inferential statistics, data mining, and predictive modeling. It will also cover the use of industry-standard tools such as Microsoft Excel, Python, R, and Tableau, empowering participants to tackle real-world data challenges with confidence and efficiency. By the end of this program, attendees will be well-prepared to implement advanced data analysis strategies that drive organizational success and innovation.

Target Audience

- Data analysts and scientists

- Business intelligence professionals

- Managers and decision-makers

- Researchers and academicians

- Professionals involved in strategic planning and reporting

Objectives

By the end of this training, participants will:

1. Understand core statistical concepts and their application in real-world scenarios.

2. Develop proficiency in advanced data visualization techniques using tools like Tableau and Power BI.

3. Gain hands-on experience in data analysis using Python and R.

4. Learn how to effectively present data insights to stakeholders.

5. Apply predictive modeling and data mining techniques for strategic decision-making.

Outlines

Day 1:

Foundations of Data Analysis and Visualization

- Introduction to data analysis and its importance in decision-making

- Understanding types of data: qualitative vs. quantitative

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

- Fundamentals of data visualization: principles and best practices

- Hands-on session: Creating basic charts and graphs using Microsoft Excel

Day 2:

Advanced Data Visualization Techniques

- Exploring advanced visualization tools: Tableau and Power BI

- Designing interactive dashboards for dynamic data presentation

- Customizing visualizations for enhanced storytelling

- Case study: Visualizing sales and marketing data

- Workshop: Building interactive dashboards in Tableau

Day 3:

Statistical Analysis and Data Interpretation

- Inferential statistics: hypothesis testing, correlation, and regression

- Analyzing trends and patterns in large datasets

- Introduction to data mining and exploratory data analysis EDA

- Hands-on session: Performing regression analysis in Excel and R

- Practical application: Identifying business trends and insights

Day 4:

Data Analysis Using Python and R

- Introduction to Python and R for data analysis

- Data manipulation with Pandas Python and dplyr R

- Visualizing data with Matplotlib, Seaborn Python, and ggplot2 R

- Case study: Predictive modeling in Python and R

- Workshop: Automating data analysis tasks with Python scripts

Day 5:

Predictive Analytics and Real-World Applications

- Introduction to predictive modeling: linear and logistic regression

- Time series analysis and forecasting techniques

- Case studies: Applying predictive analytics in finance and marketing

- Presenting data insights to stakeholders: Effective communication strategies

- Capstone project: Developing a data-driven business solution

Registration form on the Training Course:
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