



*Training Course:
Data Analysis Professional*

*24 - 28 January 2027
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Data Analysis Professional

Training Course code: SC235656 From: 24 - 28 January 2027 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6300 ₺ Euro

Introduction

In today's data-driven business environment, the ability to analyze and interpret data has become essential for effective decision-making and organizational growth. Businesses increasingly rely on data to identify trends, improve performance, and maintain a competitive advantage.

The Data Analysis Professional program by Global Horizon Training Center is designed to equip participants with practical and theoretical knowledge in data analysis. The program covers data cleaning, processing, analysis, and visualization using tools such as Excel, Power BI, and Python, along with key statistical concepts and introductory predictive analytics.

Through hands-on exercises and real-world applications, participants will develop the ability to transform raw data into meaningful insights and communicate findings effectively to support data-driven decision-making.

Objectives

By the end of this training program, participants will:

- Understand the fundamental principles of data analysis and its applications.
- Develop skills to clean, process, and visualize data for insights.
- Master the use of industry-standard tools like Excel, Power BI, and Python.
- Apply statistical methods and machine learning techniques for data interpretation.
- Create impactful reports and dashboards to communicate data findings effectively.

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.

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: Data Analysis Professional

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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