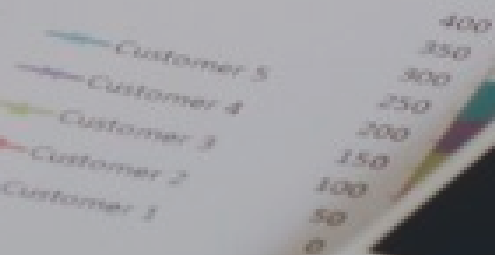


aractech

Global Learning for Operational Leaders

Summary Report



DATA MANAGEMENT AND BUSINESS INTELLIGENCE

IIBA Endorsed Certified Data Analyst

Contact

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Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Catalyze impactful change in your organization with Meirc's in-depth course on data analytics. Designed with a focus on practical application, this IIBA®-endorsed course aims to equip participants with a comprehensive understanding of the transformative role of data analytics in modern decision-making processes. Participants will learn to formulate data-driven questions that align with their organization's objectives, identify suitable data sources, and analyze large datasets using advanced Excel techniques. In addition, participants in this course will acquire the skills needed to create compelling data visualizations that can be used to present data-driven insights.

Course Methodology

- This course uses Excel for analyzing complex datasets. Participants will collaborate on analyzing a real-world business case and will be expected to present their data-driven insights in a simulated board meeting.

Course Objectives

- Evaluate the role of data analytics in improving organizational decision making
- Formulate data-driven analytical questions tied to business objectives
- Identify suitable data sources and ensure the accuracy of collected information
- Analyze large datasets using advanced Excel techniques
- Create effective data visualizations and present data-driven insights to stakeholders

Target Audience

- Analysts and professionals who are looking to build their data analysis skills as well as those who are interested in improving their decision making capabilities based on data-driven insights
- Target Competencies
- Analytical thinking
- Sourcing data

Course outline

Detailed course outline

Module-by-module outline for IIBA Endorsed Certified Data Analyst.

Module 1 - Data Analytics and Organizational Decision Making

- The objective of data analytics
- The role of the data analyst
- Data analytics as a set of activities
- Data analytics as a decision-making paradigm
- Data analytics as a set of practices and technologies

Module 2 - Framing the Data Analytics Approach

- Identifying the real issue
- Establishing key metrics
- Understanding the problem
- Using logic trees
- Using the prioritization matrix

Module 3 - Sourcing Data

- Data sources
- Gathering quantitative data
- Using qualitative data
- Benchmarking
- Conducting informational interviews
- Validating data

Course outline

Detailed course outline

Module-by-module outline for IIBA Endorsed Certified Data Analyst.

Module 4 - Analyzing Data

- Preprocessing data
- Exploratory data analysis
- Statistical data analysis
- Prescriptive analysis
- Predictive analysis
- Introduction to machine learning

Module 5 - Communicating Data-Driven Results

- Principles of data visualization
- Creating compelling data visualizations
- Understanding stakeholder needs
- Presenting data-driven insights
- Telling the story behind the data

Seminar dates

Available seminar dates

Live dates and pricing for IIBA Endorsed Certified Data Analyst generated from the course details page.

Date	Location	Format	Fee
20 - 24 July 2026	Kuala Lumpur	Classroom	€1,575
3 - 7 August 2026	Kuala Lumpur	Classroom	€1,575
7 - 11 September 2026	Rome	Classroom	€2,975
12 - 16 October 2026	Munich	Classroom	€2,415
9 - 13 November 2026	Amsterdam	Classroom	€2,975
14 - 18 December 2026	London	Classroom	€2,940
Live online option		Online delivery is available at €1,250.	