

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-033

# Survey Design and Analysis

## Contact

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## Address

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# Course content

## Why Attend

Surveys are used to measure customer satisfaction, employee engagement, market needs and programme outcomes. Poorly designed surveys produce misleading results.

This Aractech course covers survey objectives, questionnaire design, question types and bias, sampling, online survey tools, data cleaning, analysis of quantitative and open-ended responses, reporting and acting on results. Participants design and analyse a survey.

## Course Methodology

- Design workshops
- Question critique exercises
- Analysis labs
- Case studies
- Report writing

## Course Objectives

- Define survey objectives and design
- Write unbiased survey questions
- Plan sampling and maximise response rates
- Clean and prepare survey data
- Analyse quantitative and qualitative responses
- Report and act on survey findings

## Target Audience

- HR and engagement professionals
- Customer experience managers

# Course content

- Researchers
- Marketing analysts

# Course outline

## Detailed course outline

Day-by-day outline for Survey Design and Analysis.

### Day 1 - Survey Planning

- 09:00-09:45 | Objectives
- 09:45-10:30 | Survey types
- 10:30-11:00 | Target population
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Target population (continued)
- 11:45-12:30 | Ethics and privacy
- 12:30-14:00 | Exercise: Survey brief

### Day 2 - Questionnaire Design

- 09:00-09:45 | Question types
- 09:45-10:30 | Scales
- 10:30-11:00 | Bias
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Bias (continued)
- 11:45-12:30 | Structure and flow
- 12:30-14:00 | Workshop: Questionnaire drafting

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### Day 3 - Sampling and Data Collection

- 09:00-09:54 | Sampling methods
- 09:54-10:48 | Sample size
- 10:48-11:00 | Response rates
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Response rates (continued)
- 12:12-13:06 | Online tools
- 13:06-14:00 | Pilot testing

### Day 4 - Analysis

- 09:00-09:39 | Data cleaning
- 09:39-10:18 | Descriptive analysis
- 10:18-10:57 | Cross-tabulation
- 10:57-11:00 | Significance
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Significance (continued)
- 12:05-12:43 | Open-ended analysis
- 12:43-14:00 | Lab: Survey analysis

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### **Day 5 - Reporting and Action**

- 09:00-09:54 | Reporting
- 09:54-10:48 | Visualisation
- 10:48-11:00 | Action planning
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Action planning (continued)
- 12:12-13:06 | Follow-up surveys
- 13:06-14:00 | Capstone: Survey report

# Seminar dates

## Available seminar dates

Live dates and pricing for Survey Design and Analysis generated from the course details page.

| Date                  | Location     | Format    | Fee    |
|-----------------------|--------------|-----------|--------|
| 2 - 6 November 2026   | Rome         | Classroom | €3,460 |
| 9 - 13 November 2026  | Vienna       | Classroom | €3,225 |
| 14 - 18 December 2026 | Barcelona    | Classroom | €2,815 |
| 21 - 25 December 2026 | Kuala Lumpur | Classroom | €1,925 |
| 18 - 22 January 2027  | Dubai        | Classroom | €1,845 |
| 15 - 19 February 2027 | Munich       | Classroom | €3,225 |
| 15 - 19 March 2027    | Madrid       | Classroom | €3,400 |
| 19 - 23 April 2027    | Geneva       | Classroom | €4,315 |
| 17 - 21 May 2027      | Istanbul     | Classroom | €1,978 |
| 21 - 25 June 2027     | Cape Town    | Classroom | €1,625 |

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| Date                   | Location      | Format        | Fee    |
|------------------------|---------------|---------------|--------|
| 19 - 23 July 2027      | Barcelona     | Classroom     | €2,815 |
| 16 - 20 August 2027    | Vienna        | Classroom     | €3,225 |
| 20 - 24 September 2027 | Barcelona     | Classroom     | €2,815 |
| 18 - 22 October 2027   | Paris         | Classroom     | €3,825 |
| 15 - 19 November 2027  | Frankfurt     | Classroom     | €1,875 |
| 20 - 24 December 2027  | Barcelona     | Classroom     | €2,815 |
| 2 - 6 November 2026    | Online / Live | Online / Live | €1,815 |
| 9 - 13 November 2026   | Online / Live | Online / Live | €1,815 |
| 14 - 18 December 2026  | Online / Live | Online / Live | €1,815 |
| 21 - 25 December 2026  | Online / Live | Online / Live | €1,815 |

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