

# LEADING DATA ANALYTICS PROJECTS

## (DATA ANALYTICS)

### DC-LDAP

Duration: 5 days; Instructor-led | Virtual Instructor-led

#### OVERVIEW

Data analysis is the process of examining data to find out the answers to how and why things happened in the past. The result of data analysis is the data set which can be used for Data Analytics, which takes learners a step forward towards decision making. At the end of this course, learners will be able to design and conduct data studies to drive organisational decisions and insights.

#### OBJECTIVES

- Organisational benefits of business insights
- Methods to evaluate data science solutions in contributing to efficiency, growth and return on investment
- Methods to identify and interpret the implications of data patterns
- Methods to prioritise proposed data science projects
- Methods to approach a business problem and come up with a solution that leverages the available data
- Methods to run complex data mining models
- Methods to visually and analytically explore a data set
- Methods to manage the capacity to perform data science projects
- Application of statistics, data mining and data modelling and the application of relevant tools and techniques
- Methods to measure the capability of the data science team
- Interpret implications of data patterns on business problem scenarios
- Exploit business data to extract insights
- Manage data science projects
- Configure and customise data models to investigate organisational business hypotheses
- Manage organisational capacity for performing data science projects
- Run complex data mining models to provide business insights in line with organisational procedures
- Communicate the results of data science projects
- Make recommendations to guide organisational decision making

#### PREREQUISITES

- No prerequisites

#### AUDIENCE

- Individuals actively engaged in the field of data analytics.

#### COURSE CONTENTS

##### Module 1: Advancing Data Analytics In The Organization

- Introduction to Data Analytics for Business Intelligence professionals
- The big picture – big data and data analytics
- Overview of machine learning, data science, artificial intelligence and deep learning
- Discussion of analytics use cases
- Introduction to Analytics Project Life Cycle (APLC)

##### Module 2: Interpretation Of Data Pattern Visually

- Data patterns and shapes
- Data shapes interpretation on business

##### Module 3: Designing An Automated And Usable Data Analytics Prototype

- Data science project data requirements, process and output data
- Data science result communication requirements
- Data model blueprint development

##### Module 4: Data Science ROI

- Quantify data science impact to business
- Total cost of investment of data science project

##### Module 5: Analytics As A Service

- Service menu of data analytics team
- Capability and capacity of data and data science team