

# IIBA Endorsed Certified Data Analyst

## Why Attend

- Organizations, in both the public sector as well as the private sector, recognize the power of data in supporting informed business decision-making. As a result, analysts and professionals who can properly structure and analyze complex data are a valuable asset to any establishment. In this course, participants will learn how to collect, validate and analyze complex business data. Attendees will also learn how to produce findings that will aid senior management in making informed business decisions that help the organization to meet its strategic goals

## Course Methodology

- The course uses a mix of interactive techniques, such as analytical tools, case studies, presentation development, presentation delivery and individual feedback

## Course Objectives

By the end of the course, participants will be able to:

- Assess the current state of the organization from a data analytics perspective
- Frame the research question for the business data analytics process
- Plan the business data analytics approach
- Document and communicate findings of completed analyses
- Use results to influence business decision-making

## Target Audience

- Analysts, managers and professionals who are looking to build their analytical skills as well as those who are interested in improving their decision making capabilities based on analytical evidence

## Target Competencies

- Analytical thinking
- Analysis of data
- Problem solving
- Assessing data patterns
- Structuring data
- Balanced decision-making

## Business data analytics

- What is business data analytics?
- The role of the business analyst
- Business data analytics as a data-centric set of activities
- Business data analytics as a decision-making paradigm
- Business data analytics as a set of practices and technologies

## Business data analytics objectives

- Types of analytics methods
- The descriptive part of data analytics
- Diagnostic analytics
- Predicting what is likely to happen
- Prescribing the future
- Business analysis and business data analytics
- Business data analytics tasks

## Identifying the research questions

- Defining the business problem or opportunity
- Assessing the current state
- Defining the future state
- Formulating the research question
- Planning the business data analytics approach

## Sourcing data

- Planning data collection
- Determining the data sets
- Collecting data
- Data sources
- Conducting informational interviews
- Using guided dialogue
- Validating data

## Analyzing data

- Developing an analysis plan
- Preparing data
- Exploring data
- Performing data analysis
- Assessing the analytics and system approach taken

## Interpreting and reporting results

- Identifying stakeholders
- Understanding stakeholders
- Planning stakeholder communication
- Determining the communication needs of stakeholders
- Deriving insights from data
- Documenting and communicating findings from the analysis
- Using results to influence business decision-making
- Recommending action
- Developing an implementation plan
- Managing change

