



# Data Analytics Training Course Brochure

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1 or 2 Day Practical Workshops



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# The Right Fit.....For You

**Our one and two day Data Analytics courses gives learners the skills to make sense of data analytics and derive actionable recommendations, including planning for productive use of Data Analysis in their organisation.**

Companies need to make business decisions more quickly and accurately than ever before. These decisions should be based on data and best practice analysis techniques and less on gut feel and "the way we've always done it."

On our 1 day course, we will look at the essential techniques and methodologies used to gather and assess data and helps learners to identify their real problems based on established qualitative and quantitative models.

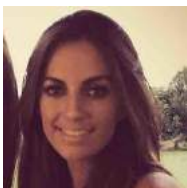
During this 2 day course, learners will be shown how to use data to analyse all aspects of a company's operation and make appropriate business decisions. Learners will study how to compare and contrast structured and unstructured data and learn how to deploy tools for capturing and analysing data in graphs and tables.

Below you will find a proposed course outline.

Our trainer will also work with you before the course to get your input and tailor the content as needed.

*"Everyone thought Andrew was great and the course really developed their skills as internal trainers."*

**Dearbhla Casey, HR Manager, Irish Country Meats**



*"We are all very happy with the training carried out last week & will definitely be in contact in the future"*

**Aoife O'Rourke, Key Account Manager, Tool & Plastic**



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

**Jonathan Latimer, Fleet Training Instructor, City Jet**





# Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

## Specific reasons to choose DCM:



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Experienced:** We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



**Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



## You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





# 1 Day Proposed Course Outline

## COURSE OVERVIEW

Companies need to make business decisions more quickly and accurately than ever before. These decisions should be based on data and best practice analysis techniques and less on gut feel and "the way we've always done it." This training gives learners the tools and techniques to obtain or sustain a competitive advantage and a solid foundation of data analysis for business decision making is a critical skill to have.

The course looks at the essential techniques and methodologies used to gather and assess data and helps learners to identify their real problems based on established qualitative and quantitative models.

## LEARNING OUTCOMES

By the end of the course each learner will:

- Understand the essential techniques and methodologies used to gather and assess data
- Know how to identify your real problems based on established qualitative and quantitative models
- Be able to identify, quantify, and reduce uncertainty or risk in making your decisions and forecasting future events
- Be better prepared to communicate reasons to use data analysis techniques, with strengths and weaknesses
- Know how to make recommendations based on sound data analysis and analytic principles

**Our trainer will also work with you directly before the course to get your input so we can tailor the content for each individual group.**



# Course Content

## TOPIC 1: INTRODUCTION TO DATA ANALYSIS AND ANALYTICS

- History and evolution of business intelligence
- Best practices in data analysis especially as volume of data grows

## TOPIC 2: INTRODUCTION TO DATA MINING & WAREHOUSING

- The scope of business intelligence
- Introduction to Data Mining
- Understanding Data Warehousing
- Compare and contrast structured and unstructured data.

## TOPIC 3: DATA DISTRIBUTION AND VARIANCE

- Effective decision-making
- Understanding the impact of different controllable and uncontrollable variables
- Understanding variance

## TOPIC 4: DESCRIBING INFORMATION NEEDS

- Background for best practices of information requirements
- Application of analytics
- Building systems to effectively provide the information required

## TOPIC 5: DATA EXPLORATION CONCEPTS AND METHOD

- Applying a number of tools to extract information
- Identify ways to capture and represent data into graphs and tables
- Understanding the relevance and validity of the sample information



## 2 Day Proposed Course Outline

### COURSE OVERVIEW

The most effective businesses make their decisions based on data and evidence, rather than unfounded gut feelings. For an organisation to become really analytics-driven a philosophy of data-driven decision-making must be ingrained at every level.

During this 2 day course, learners will be shown how to use data to analyse all aspects of a company's operation and make appropriate business decisions. Learners will study how to compare and contrast structured and unstructured data and learn how to deploy tools for capturing and analysing data in graphs and tables.

### LEARNING OUTCOMES

By the end of the course each learner will:

- Understand the essential techniques and methodologies used to gather and assess data
- Know how to identify your real problems based on established qualitative and quantitative models
- Be able to identify, quantify, and reduce uncertainty or risk in making your decisions and forecasting future events
- Be better prepared to communicate reasons to use data analysis techniques, with strengths and weaknesses
- Be able to build systems to effectively provide the information required
- Know how to identify data and ways to capture and represent this data in graphs and tables
- Know how to make recommendations based on sound data analysis and analytics principles.

**Our trainer will also work with you directly before the course to get your input so we can tailor the content for each individual group.**



# Course Content

## TOPIC 1: INTRODUCTION TO DATA ANALYSIS AND ANALYTICS

- History and evolution of business intelligence
- Best practices in data analysis
- Managing large amounts of data

## TOPIC 2: INTRODUCTION TO DATA MINING AND DATA WAREHOUSING

- The scope of business intelligence
- Introduction to Data Mining
- Understanding Data Warehousing

## TOPIC 3: DATA DISTRIBUTION AND VARIANCE

- Effective decision-making
- Understanding the impact of different controllable and uncontrollable variables
- Probability theory
- Understanding variance

## TOPIC 4: DESCRIBING INFORMATION NEEDS

- Best practices of information requirements
- Application of analytics

## TOPIC 5: DATA EXPLORATION CONCEPTS AND METHODS

- Applying a number of tools to extract information
- Understanding the relevance and validity of the sample information





## Course Outline

### **TOPIC 6: FORECASTING**

- Using historical data to make accurate forecasts
- Forecasting methods
- Using forecasts for decision making
- The different methods and techniques used

### **TOPIC 7 - EXERCISES AND GROUP DISCUSSION**

- During this 2 day course, there will be an emphasis on exercises and group discussion so learners can put their new skills in to practice



## Robert Potter

### Training Associate

Robert has 20 years of experience in Business Process Improvement, Project management and innovation in a variety of leading companies mainly through the Lean Six Sigma methodologies.

Robert's delivery style is highly interactive and his experience in facilitating learning over many years has proven itself time and time again. Robert has carried out both training and consultancy assignments with many of Ireland's leading companies both in the private and public sectors.

Robert is a Master Black Belt in Lean awarded by IASSC and the Boston Consulting Group. He is an excellent communicator and mentor and has been re-engaged by many of our clients for additional assignments in Business Process Improvement and Change Management.



# Inhouse Training, One Size Doesn't Fit All.

**Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

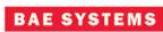
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the  
right course**

**DUBLIN**

☎ 01 5241338  
✉ [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)  
📍 Guinness Enterprise  
Centre

**CORK**

☎ 021 2429691  
✉ [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)  
📍 Atrium Business Centre  
Blackpool Business Park

**DROGHEDA**

☎ 041 9865679  
✉ [drogheda@dcmlearning.ie](mailto:drogheda@dcmlearning.ie)  
📍 24 Laurence Street  
Co. Louth