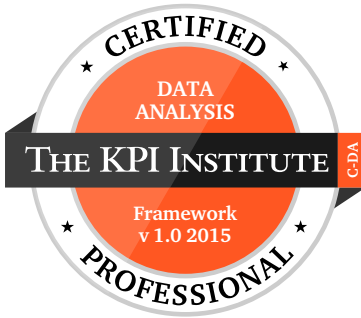


THE KPI INSTITUTE



CERTIFIED DATA ANALYSIS PROFESSIONAL

LIVE ONLINE CERTIFICATION

2020 EDITIONS:

- > 11 -15 MAY
- > 13-17 JULY



Providing the necessary analysis tools for obtaining operational excellence

Key business benefits:

- > Achieve processes clarity and strategy optimization by implementing data analysis frameworks;
- > Optimize the performance reporting processes by closing the gaps found in the data analysis tools;
- > Attain superior results by implementing data analysis procedures.

Over the last years, the team at The KPI Institute:

- > Documented 8,000+ KPIs from 16 functional areas and 25 industries;
- > Reviewed 1,000+ performance reports from 125 countries;
- > Referenced 30,000+ resources as part of the documentation process.



kpiinstitute.org



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Course overview



The Data Analysis Professional is the first level of our Data Analysis Program. It is a hands-on training course aimed at equipping you with the necessary concepts and tools needed to perform basic statistical and analytical reporting activities, in order to generate value out of the existing data. The course provides you with the knowledge required for understanding distinct methods used in analyzing data, statistical interpretation of quantitative and qualitative data, and becoming proficient in using key Microsoft Excel features, by building frequency and conditional tables, creating different types of charts, finding correlations and relationships between variables, hypothesis testing and statistical modeling.

8 Participants' profile

- › The course is designed for anyone who has basic mathematical training and basic competences in using Microsoft Excel. Statistical knowledge, intermediate or advanced knowledge of Excel, practical experience with data analysis and related duties are not necessary but may contribute to a better understanding and more in-depth coverage of the course content. Diversity of participants' background may help in a thorough coverage of the entire syllabus.
- › The course is addressed to managers, Human Resources Representatives, analysts, auditors or logistics and acquisitions experts, as well as to professionals from other business areas, who deal with data and analysis on daily basis.
- › The course may also be a starting point for those interested in pursuing career opportunities in data analysis, data modelling and related activities (e.g. campaign management, data mining, statistics, risk management, reporting, data processing for survey analysis etc.).

+ Benefits

- › Obtaining the most relevant data, by setting up a customized data analysis process;
- › Understanding the data analysis process, its methodology, and logical framework;
- › Obtaining the necessary knowledge to analyze complex data and to interpret results;
- › Improving the organization's decision-making process, by gaining knowledge on data analysis and interpretation;
- › Receiving the management team's buy-in, by sharing with them the utility of implementing a customized data analysis methodology in daily business activities.

+ Learning objectives

- › Developing a hands-on, practical overview of data analysis and connected topics;
- › Integrating statistical concepts and analysis tools that are widely used in corporate analytics environments;
- › Analyzing examples of practical applications for statistical methods, used in solving real-life business issues;
- › Acquiring mastery of Microsoft Excel Data Analysis features, by learning to use statistical techniques through practical examples.

Agenda

Day 1 - 4h

Understanding Data Analysis

Course context

- › Introduction of the participants;
- › Expectations setting;
- › Learning objectives formulation;
- › Course agenda presentation.

Business Understanding

- › Definition of Data Analysis
- › Types of Data Analysis
- › Data Analysis Process
- › Data Analysis Governance
- › Data Analysis in Business Capabilities.

Data Preparation

- › Types of Data Sets
- › Data Quality
- › Data Cleaning
- › Data Aggregating

Day 2 - 4h

Understanding Data Analysis

Data Exploration

- › Frequency Tables
- › Qualitative Charts
- › Quantitative Charts
- › Structure Charts

Descriptive Statistics

- › Univariate Analysis
- › Bivariate Analysis

Sampling

- › Population and Sample
- › Sampling Techniques
- › Sampling Determinations

Day 3 - 4h

Core of Data Analysis

Estimation of Population

- › Inferential Statistics Types
- › Sources of Estimation Errors
- › Central Limit Theorem
- › Normal Distribution and T-Distribution
- › Population Interval Estimation

Hypothesis Testing

- › Hypothesis Testing Procedure
- › Type I and Type II Errors
- › Level of Significance and p-Value
- › Different Types of Hypothesis Testing

Z-Test and T-Test

- › One Sample Analysis
- › Two Independent Samples Analysis
- › Two Dependent Samples Analysis

Day 4 - 4h

Advanced Data Analysis

Analysis of Variance

- › F-Distribution
- › ANOVA Test procedure
- › Three or more Independent Samples Analysis

Chi-Square Tests

- › Chi-Square Distribution
- › Goodness of fit Test
- › Test of Independence

Linear Regression Analysis

- › Least Square Method
- › Coefficient of Determination and Correlation
- › Standardization; Homogeneity

Day 5 - 4h

Advanced Data Analysis

Multiple Regression Analysis

- › Multiple Coefficient of Determination
- › Multicollinearity
- › Variance Inflation Factor

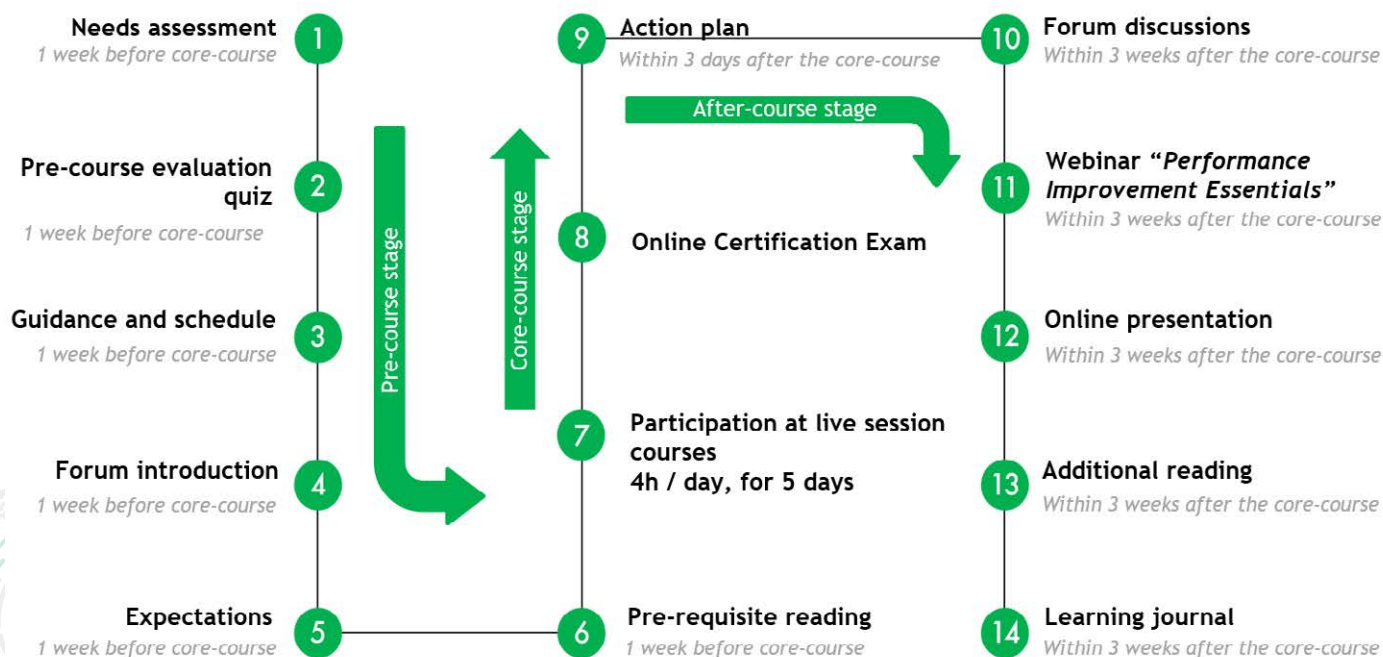
Time Series

- › Trend Component
- › Cyclical Component
- › Seasonal Component
- › Irregular component
- › Moving Average

Review and certification exam

- › Course Review
- › Certification Exam

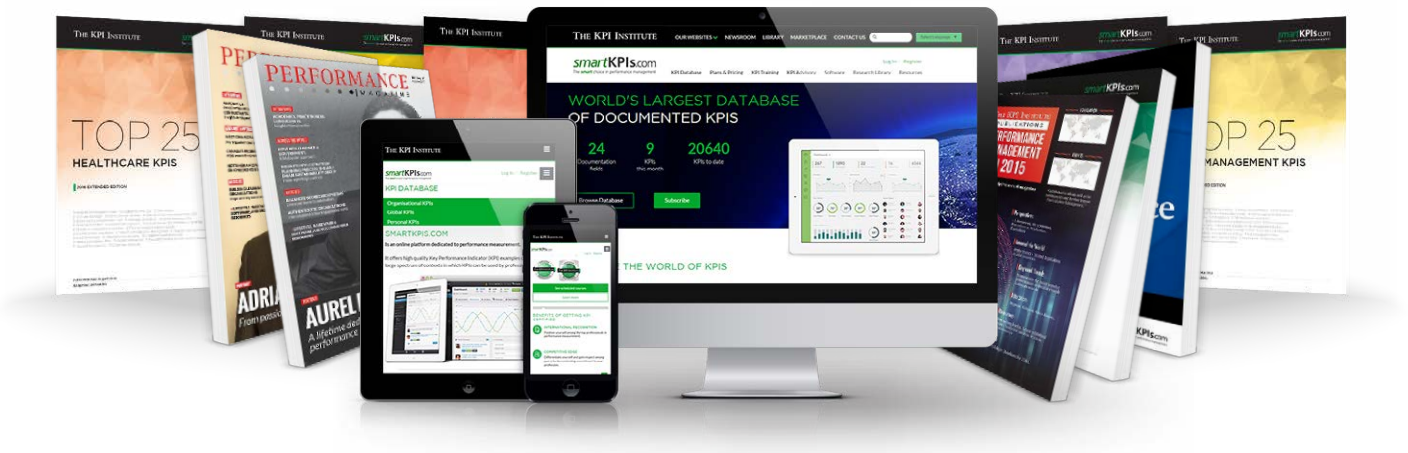
Certification Process



The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- > Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- > Certificate of Attendance (soft copy): after participating at the 5 days of live session course;
- > Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience.

Educational resources



Course materials

- › Course slides;
- › Course notes;
- › Course quiz.

Videos

- › 11 Videos dedicated to Performance Management.

Catalogues

- › Dashboards;
- › Scorecards.

Webinars

- › Free access to all Performance Management webinars series from 2014 to 2016.

Premium subscription on smartKPIs.com

- › Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.



Facilitator

Fadi Fuad Al-Jafari

Data Analysis Expert The KPI Institute



Al-Jafari Fadi Fuad Al-Jafari is a Management Consultant at The KPI Institute with Specialities in Data Analysis and Visualization.

Fadi has a Bachelor Degree in Communication Engineering from Al-Balqa Applied University in Jordan and a Master Degree in Business Administration from German Jordanian University in Jordan.

Fadi is a Certified Project Manager Professional, has several certifications in Statistics Foundation, Data Analysis using Excel, Analyzing and Visualizing Data with Excel, Working with Real-Time Data in Excel, Excel Macros in Depth, Predictive Analytics using BigML, Train of Trainers and he has been part of several projects in the last years.

He has worked in different projects, such as: Network Statistics Reporting Tool, Network Operation Center Balanced Scorecard, Business Specification Documents for Network Operations Center, Align Zain's Procedures with APQC's PCF, Robotic Process Automation for Network Operation

As work experience, apart being a consultant for The KPI Institute, Fadi was a Network Operations Engineer starting from 2014 until 2019 and his job responsibilities include: Monitoring of Telecommunication Radio and Transmission Systems; Network Performance Management by identifying network elements' statistics, prepare network health technical reports and take corrective actions to maintain the best served quality and he facilitated, monitored and worked on network planned activities and projects work.

Course Fees



Language	Date	Hours/day	Start TIME ME	Start TIME SEA	Standard Fee	Special Fee
English	> 11 - 15 May	4	09:00 GST	13:00 GMT +8	USD \$ 1,500	USD \$ 1,250
English	> 13 - 17 July	4	09:00 GST	13:00 GMT +8	USD \$ 1,500	USD \$ 1,250

Join as a Group

Customized Live Online Group Training Programs

The KPI Institute is offering Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, together with next-generation online technology, our Group learning programs are unique, accessible anytime, anywhere learning experiences that deliver results for employees and the organization.

This fully customized training solution supports organizations of all sizes to provide their employees with development opportunities in an efficient, impactful and cost-effective way.

Benefits of customized live online sessions



▶ Flexibility and convenience

Participants can learn from anywhere and it can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime convenient for the group.

▶ Customized course content

Course content, case studies and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

▶ Business continuity

Continuity of work with daily sessions scheduled for a maximum 4 hours to ensure both information assimilation efficiency and work-related task completion.

▶ Virtual collaborative learning

Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

▶ Cost effectiveness

An estimated of up to 40% savings compared with traditional face-to-face in-house solutions, due to logistical burdens being waved from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	4 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	Selected 1 or 2 sessions from a certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at office@kpiinstitute.org or contact one of the region representatives.

Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current systems or tools and provide feedback on how to improve current strategy, performance measurement and management practices.
- ▶ Our dedicated coaches are industry, capability and functional area experts who guide the participants in addressing their business needs and requirements.
- ▶ They will work closely with attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call for all delegates or individually between each participant and the facilitator.

**Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

Get in touch with us for a customized quotation

Registration

3 ways to register

Online

marketplace.kpiinstitute.org

Direct contact

Call us and we will assist you through the registration process.

Contact Middle East

Teodora Gorski
Managing Director MENA
E: teo.gorski@kpiinstitute.com
M: +971 55 787 6427

Contact Rest of the World

Alexandru Muntean
Head of Customer Engagement
E: alex.muntean@kpiinstitute.com
M: +40 747 060 997

Registration form

Email us with your registration details

Payment

Credit card

Pay by credit card using the online facility.

Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

Participant details:

Mr. Mrs.

.....
 First name

.....
 Last name

.....
 Job title

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 Email

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 Phone

.....
 Organization

.....
 Department

.....
 Date of training course

.....
 Training course

.....
 City

.....
 Country

Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

Term of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

.....
 Signed

.....
 Date

.....
 Company stamp

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.



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