



CERTIFIED DATA ANALYSIS PROFESSIONAL

Providing the necessary analysis tools for
obtaining operational excellence

LANGKAWI, MALAYSIA

2025 EDITIONS:
> 10 - 12 SEPTEMBER



The KPI Institute is an Accredited Provider of the CPD Standards Office, a Continuing Professional Development global assessor.

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.

The team at The KPI Institute:

- > Documented 21,000+ 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.

Recover up to 100% of costs

The Human Resources Development Fund (HRDF) starts the up-skilling of Malaysian workforce by allowing employers to receive financial assistance up to 100% to cover the training cost incurred, at both regional and international level. For terms and conditions please refer to page 7.



Course overview



The Certified Data Analysis Professional is a first level, hands-on training course aimed at equipping you with the necessary concepts and tools needed to perform basic statistical and analytics reporting activities, in order to generate value out of the existing data. The course will provide you with the knowledge required for understanding distinct methods used in the interpretation of statistical data. Also, by attending this certification program, you will be able to understand the basic methodology used in statistical interpretation of quantitative data and become proficient in using key Microsoft Excel features, histograms and Pareto Charts.

👤 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.
- Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer.

🎯 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

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

Data Exploration

- > Frequency Tables
- > Qualitative Charts
- > Quantitative Charts
- > Structure Charts

Descriptive Statistics

- > Univariate Analysis
- > Bivariate Analysis

Sampling

- > Population and Sample
- > Sampling Techniques
- > Sampling Determinations

Estimation of Population

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

Day 2

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

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 3

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 Q&A

- > Course review
- > Q&A

Certification Exam

Learning experience

○ Pre-course

This part of the learning experience is meant to ensure a smooth transition to the face to face training. Participants are required to take the following steps:

- › Needs assessment – complete a questionnaire to determine a tailored and relevant learning experience;
- › Pre-course evaluation quiz – take a short quiz to establish your current level of knowledge;
- › Guidance and schedule – analyze a document presenting guidelines on how to maximize your learning experience;
- › Forum introduction – share an introduction message to present yourself to the other course participants;
- › Expectations – share your expectations regarding the training course;
- › Pre-requisite reading – go through a series of documents to better understand the core course content.

◎ Core course

The Certified Data Analysis Professional training course provides an interactive practice-based learning environment in which participants focus on:

- › Establishing customized models for data analysis based on your organization's requirements;
- › Gaining knowledge on basic (and advanced) data analysis concepts and statistical instruments;
- › Applying the knowledge gained in practical exercises, aimed at strengthening the learning process.

◎ After-course

The learning process is not finalized when the core course ends. In order to benefit from a complete learning experience, participants are also required to take the following steps:

- › Forum discussions – initiate a discussion on the forum and contribute in a discussion opened by another participant;
- › Action plan – create a plan for the actions and initiatives you intend to implement after the training course;
- › In-house presentation – create and submit a short PowerPoint presentation to share the knowledge acquired within the training course with your colleagues;
- › Additional reading – go through a series of resources to expand your content related knowledge;
- › Learning journal: reflect upon your 3 stages learning experience and complete a journal.

✓ Evaluation

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

- › Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- › Certificate of Attendance (hard copy): after participating in the 3 days on-site training course;
- › Certified Data Analysis Professional Diploma (soft copy): after you have successfully completed all 3 stages of the learning experience.
- › CPD Certificate of Attendance (soft copy): once you have successfully obtained the Professional status.

Educational resources



MICRO-CERTIFICATE IN PERFORMANCE MEASUREMENT MATURITY ASSESSMENT

This micro-certification course is an additional benefit provided to all participants to upskill professionals in assessing Performance Measurement Frameworks in organizations. The maturity assessment methodology presented during the course is the proprietary knowledge of The KPI Institute and Global Performance Audit Unit, built on 10+ years of research and practical experience in strategy formulation. Moreover, upon course completion participants can request access to one-time, free of charge, the entire evaluation methodology on the GPA Unit online platform.

Professionals will gain practical experience in identifying the strengths and weaknesses of organizational practices and formulating improvement recommendations in 6 key areas:

- › KPI Selection
- › KPI Documentation
- › Target Setting
- › Data Gathering
- › Data Visualization
- › KPI Governance

OTHER RELATED MICRO-CERTIFICATES



**Micro-certificate
in Strategy Planning
Maturity Assessment**



**Micro-certificate
in Performance Improvement
Maturity Assessment**



**Micro-certificate
in Employee Performance
Maturity Assessment**

NOTE: These three micro-certificates are not offered as part of the Certified Data Analysis Professional Program, they can be purchased separately. For more information, [CLICK HERE](#)

Faculty



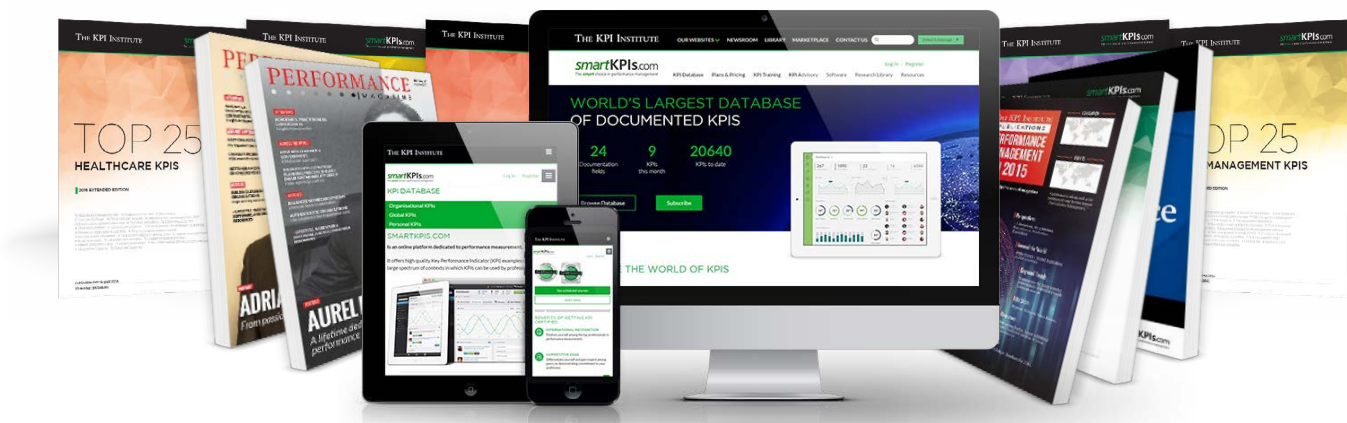
The KPI Institute retains the authority to designate facilitators for each training course based on business requirements. The TKI Faculty continually expands by incorporating subject matter experts and experienced professionals to guarantee an exceptional experience for our trainees. Consequently, the facilitator assigned to the course may undergo changes prior to the actual delivery date. For information about the appointed facilitator for each session, kindly contact your sales representative or reach out to office@kpiinstitute.org.



Codruta Mare

Data Analytics Consultant
Expertise: Data Analysis and
Statistics

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.

Fees

Course with certification

Course date	General fee	TKI members	Early bird	3 or more participants	Registration deadline
10 - 12 September	US \$1,900	US \$1,800	US \$1,600 by 10 August	US \$1,400	03 September



The course fees include course materials, lunch and coffee breaks. It also covers the cost of the certification process.

Venue

 To be confirmed

Accommodation

Accommodation is not covered by the attendance fee and it needs to be arranged separately by participants. We invite you to contact the event manager to enquire about special rates from the venue.

Organize this training course in-house

If you have a group of five or more to train you can save time and money by running this training course in-house. Use the contact details provided below to request a customized offer from one of our training solution specialists.

For more details

-  The KPI Institute Marketplace
-  +60 12-5911366 / +60 3 2742 1357
-  office@kpiinstitute.org
-  kpiinstitute.org
-  LinkedIn  Facebook  Twitter

Human Resource Development Corporation (HRD Corp) Info

The HRD Corp starts the up-skilling of Malaysian work force by allowing employers to receive financial assistance up to 100% to cover the training cost incurred, at both regional and international level. The increasing number of requests for performance improvement projects within your region has upgraded our services offering, bringing you the opportunity to acquire both the theoretical knowledge and practical skills for working with KPIs, now available to you through the HRD Corp program! You can claim from the HRD Corp the following:

- > Course fees
- > Daily allowance: should cover participants' meals, land transportation & accommodation
- > Airfare (If applicable)
- > [Click here for more info](#)

Registration

3 ways to register

Online

marketplace.kpiinstitute.org

Direct contact

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

Sasikala Annamalai

sasikala.annamalai@kpiinstitute.com

M: +60 12-5911366

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.

CONNECTED PERFORMANCE SDN. BHD

(SE ASIA Division Office,
The KPI Institute)

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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

.....
Email

.....
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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