



# CERTIFIED DATA ANALYSIS PROFESSIONAL

Providing the necessary analysis tools for obtaining operational excellence

LIVE ONLINE CERTIFICATION

## 2025 EDITIONS:

- > 16 - 20 FEBRUARY (ARABIC)
- > 26 - 30 MAY
- > 04 - 08 AUGUST
- > 12 - 16 OCTOBER (ARABIC)
- > 20 - 24 OCTOBER



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.
- > Eligible for Executive Program in Strategy & Performance Postgraduate Diploma.



## Over the last years, 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.



# Course overview



The Certified 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.

## 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 - 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



## Needs assessment

Recommended 1 week  
before core-course  
Estimated duration: 0.5 h

## Pre-course evaluation quiz

Recommended 1 week  
before core-course  
Estimated duration: 0.5 h

## Guidance and schedule

Recommended 1 week  
before core-course

## Forum introduction

Recommended 1 week  
before core-course  
Estimated duration: 0.5 h

## Expectations

Recommended 1 week  
before core-course  
Estimated duration: 0.5 h

## Action plan

Recommended within 3 days  
after the core-course  
Estimated duration: 1 h

## Certification Exam

Estimated duration: 1h

## Individual Learning Map and Exam preparation

Duration: 0.5h / day + 0.5  
prior to the exam

## Participation at the live session course

Duration: 4h / day, for 5 days

## Pre-requisite reading

Recommended 1 week  
before core-course  
Estimated duration: 2 h

## Forum discussions

Recommended within 3 weeks after  
the core-course  
Estimated duration: 0.5 h

## Webinar “Data Analysis: how to make the best of your data with Excel”

Recommended within 3 weeks after  
the core-course  
Estimated duration: 1.5 h

## Online presentation

Recommended within 3 weeks after  
the core-course  
Estimated duration: 4 h

## Additional reading

Recommended within 3 weeks after  
the core-course  
Estimated duration: 2 h

## Learning journal

Recommended within 3 weeks after  
the core-course  
Estimated duration: 3 h

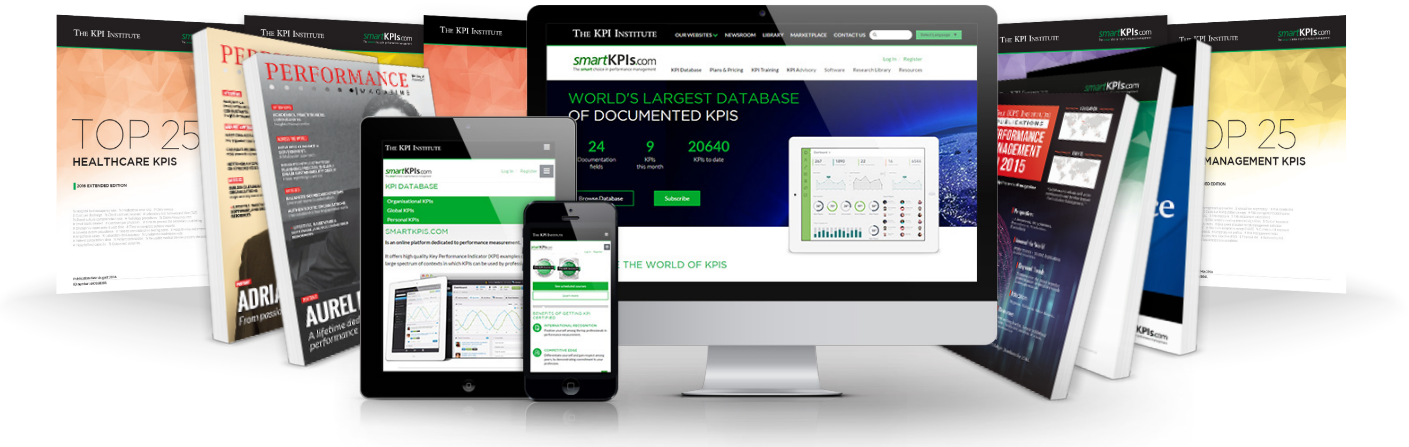


The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- > 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 and the full payment was received by contractor;
- > CPD Certificate of Attendance (soft copy): once successfully obtained the Professional status.



# Educational resources



## Course materials

- › Course Slides;
- › Course notes;
- › Course quiz;
- › The KPI Infographic.

## The qualitative reports

- › Performance Management in 2012 – 2018.

## Catalogues

- › Scorecards;
- › Dashboards.

## Videos

- › 11 Videos dedicated to Performance Management.

## Webinars

- › Free access to all Performance Management webinars series to date.

## Performance Management Toolkit

- › Templates: Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Performance Maturity Model, Initiatives Portfolio, Performance Management System Architecture, Monthly Performance Management Process, Employee Scorecard;
- › Manuals: Performance Scorecard guide for administrator, Performance Dashboard guide for administrator;
- › Publications: KPIs for Human Resources Dashboard, KPIs for Human Resources Scorecard.

## 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.



# 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](mailto:office@kpiinstitute.org).



## Codruta Mare

Data Analytics Consultant  
Expertise: Data Analysis and  
Statistics

# Course Fees

Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 26 - 30 May	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
	> 04 - 08 August	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
	> 20 - 24 October	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
Arabic	> 16 - 20 February	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
	> 12 - 16 October	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500

# 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.



# About Executive Education in Strategy and Performance



The Executive Program in Strategy and Performance is the most complex educational program in The KPI Institute's portfolio. It is designed for business leaders who are interested in strengthening their skills in strategic planning, performance measurement, data analysis and reporting, and strategy execution in dynamic markets.

Professionals interested in this program, can enroll to obtain one of the following diplomas:

## Postgraduate Diploma in Strategy and Performance

Recommended for Executives and consultants interested in developing an in-depth understanding and experience in Strategy and Performance Management.

- › 3 semesters (18 months)
- › 6 mandatory courses
- › 2 elective courses
- › 1 final practitioner portfolio (36 assignments)
- › 1 Postgraduate Diploma in Strategy and Performance



## Graduate Certificate in Strategy and Performance

Recommended for professionals interested to explore the basic disciplines related to Strategy and Performance Management.

- › 2 semesters (12 months)
- › 4 courses
- › 1 final practitioner portfolio (20 assignments)
- › 1 Graduate Certificate in Strategy and Performance



*"NOTE: Certified Data Analysis Professional is part of the Postgraduate Executive Education program."*



# 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	3 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](mailto: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 Asia Pacific

Sasikala Annamalai

Senior Business

Development Manager

E: sasikala.annamalai@kpiinstitute.com

M: +60 12 591 1366

#### 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

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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## HEADQUARTERS

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