



Certified Data Analysis Professional



7 editions in 2015



5 cities in 2015

Learn how to effectively collect, analyze and interpret data for making better business decisions

Over the last 6 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 (books, articles, performance reports) as part of the documentation process;
- ▶ Developed 250+ KPI Dashboards and Balanced Scorecards.

With the insights gained we:

- ▶ Assisted 28,000+ organizations in finding solutions for their KPI needs;
- ▶ Trained 2,500+ participants in 40+ countries on how to work rigorously with KPIs.



3 Key Business Benefits

- ▶ Improve the organizational decision making process by optimizing data related activities;
- ▶ Get a deeper understanding of the connections between the business environment and your organization by improving the way you interpret data;
- ▶ Reduce the time needed to analyze organizational data through a rigorous process of synthesizing and aggregating data.

"I contacted The KPI Institute for an in-house training with my team. We found both the material and the way of explaining concepts by doing examples invaluable. I would also say that this is a great value for money if you want to build the competency within your organization."

Fahad A. AlFaadel, Saudi Food and Drug Authority, Saudi Arabia

Course Overview



This course aims to improve the decision making process through a rigorous data analysis within the company, as well as to enable managers and analysts to draw insights from both quantitative and qualitative data. Participants will understand, through practical learning, how to effectively collect, analyze and interpret data for a better decision making process, based on historical data and trend analysis.

By attending this course, participants will gain both theoretical knowledge and practical skills in working with data. The information will enable them to better understand the meaning of data and the insights that it reveals.

Testimonials

“The content of the program is really to the point and easily customized to the needs of the Oil and Gas Industry.”

Snehal Kaware, Takreer, UAE

“Very interested and pleased with the course. I would recommend to senior colleagues.”

Will Barr, GLL, UK



Participants profile

▶ Professionals interested in analyzing data

Professionals from different fields, interested in the subject of data analysis, data collection and the data reporting processes will improve their knowledge and competencies in these areas.

▶ Top/middle/lower management professionals.

Individuals, such as executives or operational managers, regardless of their field of expertise, will gain the ability and knowledge to better analyze and understand performance measurement data and will be able to maximize the meaning of data provided by KPIs and metrics.

▶ Performance Management experts

For professionals like data analysts, strategy managers, performance management officers, project managers, it is important to develop competencies in analyzing data related to KPIs or metrics. Usually, this particular audience already has a performance measurement system set in place and the Certified Data Analysis Professional training course offers them the opportunity to better organize, analyze, report and understand the meaning of the data provided through specific metrics or KPIs.

Benefits

- ▶ Receive guidance to improve your data collection process;
- ▶ Support organizational processes by developing a customized data analysis framework;
- ▶ Optimize the decision making process by exploring efficient ways to analyze data;
- ▶ Improve initiative management through insights generated from the use of data analysis tools;
- ▶ Obtain premium recognition as a Certified Data Analysis Professional by completing a unique learning program.

Learning objectives

- ▶ Differentiate between the dimensions of data quality;
- ▶ Get insights on best practices in data collection;
- ▶ Analyze solutions for organizing, synthesizing and aggregating data;
- ▶ Apply data analysis techniques on both quantitative and qualitative data;
- ▶ Understand the common and special causes of a measure's variance;
- ▶ Learn how to effectively report data analysis;
- ▶ Discover ways to improve performance reporting of KPIs or metrics.

☰ Agenda

Day 1 - Understanding Data Analysis

Common questions about performance analysis

- ▶ Comparing planned and actual performance;
- ▶ Significant variance - a drive for corrective actions?
- ▶ Data analysis process;
- ▶ Analysis based realignment;
- ▶ Data analysis governance.

Data collection

- ▶ Data collection process;
- ▶ Data quality dimensions;
- ▶ Data accuracy;
- ▶ Logical inconsistencies;
- ▶ Bias in the collection process;
- ▶ Sampling errors;
- ▶ Data comparison;
- ▶ Content analysis;

Activity: Demonstrate the importance of data quality.

Organizing, synthesizing and aggregating data

- ▶ Challenges in aggregating data;
- ▶ Scorecards and dashboards;
- ▶ Expert judgment;
- ▶ Meta-analysis and evaluation synthesis;
- ▶ Data normalization;
- ▶ Data Analysis Maturity Model;

Activity: Practice data normalization.

Day 2 - Data Analysis

Data analysis tools and techniques

- ▶ Analysis tools;
- ▶ Tips for getting insights from the conducted analysis;
- ▶ Planned vs actual performance;
- ▶ Trends identification and analysis;
- ▶ Statistical process control;

Activity: Apply different analysis techniques on the same data.

Causes of the variance

- ▶ Common and special cause factors;
- ▶ Types of Business Intelligence solutions;
- ▶ Planning actions based on the prioritization of findings;
- ▶ Analysis based on histograms and Pareto Charts;
- ▶ Rules for interpreting data and formulating conclusions;

Activity: Create analyses using histograms and Pareto charts.

Single variable vs multivariate information

- ▶ Difference between single and multivariate information;
- ▶ Techniques used to analyze single variables;
- ▶ Techniques used to analyze relationships between variables;
- ▶ Influence of data type on the analysis techniques;
- ▶ Types of data and techniques used for analysis.

Day 3 - Indexes and Presentation of Data

Performance indexes

- ▶ Performance index overview;
 - ▶ Performance index development;
 - ▶ Performance index calculation;
- Activity: Review examples of performance indexes.*

Data presentation

- ▶ Effective data presentation;
- ▶ Data visualization tips;
- ▶ Data reporting process;
- ▶ Action-oriented reports;
- ▶ Briefings;
- ▶ Reporting methods;
- ▶ Report generation using simplified graphs.

Course Review and Certification Exam

- ▶ Course review;
- ▶ Certification exam.



🗣️ Testimonials

"We see the ability to understand and monitor the vital numbers behind the strategies and capabilities of our investments as vital to our competitive edge. I am confident that the course will help us to both sharpen our internal tools and to provide further value in our strategic sparring with company management."

Angus Steel, Delta Lloyd Asset Management, Netherlands

"The course content was incentivizing and very specific in the same time. I liked the practical part, it illustrated the information in a very clear way and helped for better understanding."

Rahma Al-Ismaili, Rural Areas Electricity Company (RAECO), Oman





Learning experience

Pre-course

This part of the learning experience is meant to ensure a smooth transition to the face-to-face training. For a successful learning experience, it is highly recommended to take the following steps:

- ▶ **Introduction** – share an introductory message to present yourself and your experience to the other participants in an online group;
- ▶ **Pre-course evaluation** – complete a need analysis, take a short quiz to establish the current level of knowledge and share your expectations. As a part of this self-evaluation, you will establish personal learning objectives for this training course;
- ▶ **Prerequisite reading** – review several materials, including case studies on data based decision making, along with introductory material on the basics of data analysis and the terminology used during the course;
- ▶ **Guidance and schedule** – read a document presenting guidelines on how to maximize your learning experience, by using all the resources offered, as well as a recommended learning schedule.

Core course

During the three days of face-to-face training, the course is designed to facilitate practical learning and ensure a high level of dynamism. The exercises used to enhance competencies development range from understanding simple concepts to comprehending extensive analysis methods used within the management field. The learning experience consists in:

- ▶ Applying concepts in practical exercises;
- ▶ Analyzing case studies and identifying solutions;
- ▶ Practicing techniques for analyzing, aggregating and synthesizing data;
- ▶ Evaluating participants' knowledge, through short quizzes to support the Certification Exam;
- ▶ Sharing experiences and best practices.

After-course

- ▶ **Action plan** – submit a plan to explain how you intend to change the way you are analyzing, interpreting or reporting data within your organization, 3 days after the training course;
- ▶ **Self-assessment quiz** – access another self-assessment test to see how much you have retained, 3 weeks after the training course;
- ▶ **Additional reading** – review a list of resources, such as books, articles and books, which are meant at ensuring a continuous learning experience;
- ▶ **Webinar** – view a short on how to use business intelligence software solutions for data analysis.



Educational Resources

The qualitative reports Performance Management in 2012 and Performance Management in 2013;

Catalogues: Analysis tools, Planned vs actual performance examples, Types of business intelligence solutions, Analysis using histograms and Pareto charts, Techniques to analyze single variable, Techniques to analyze relationships between variables, Performance Indexes, Scorecards, Dashboards;

Fact sheets: Data-Quality, Scorecards definitions, Dashboards definitions, Maturity Model, Insights in Data analysis, Performance Index;

Webinars: Data Analysis and Data Visualization;

Other resources: Data Analysis and Data Visualization articles published in PERFORMANCE Magazine.



Evaluation

The Certification Exam will take place at the end of day 3 of training. It contains 75 questions and the necessary score to pass is minimum 50.



Inclusions

Course materials:

- ▶ Course slides;
- ▶ Course notes.



Templates:

- ▶ Dashboard;
- ▶ Balanced Scorecard;
- ▶ Portfolio of Initiatives.

Subscription to smartKPIs.com for 6 months, providing access to over 8000 KPI examples;

One research report from the Top 25 KPIs series;

One webinar from the 2014 Performance Management Webinar Series.



→ In-house Training Course

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.

▶ Embedded learning

Our aim is to do more than just deliver the course – we want to ensure that your people gain long-term benefits from their training and perform better in their jobs so that you see the return in your investment of your people.

▶ Increased relevance

You can enhance the effectiveness of your training program by incorporating a real live audit with the assistance of the facilitator – making the course more relevant to you and your business.

▶ Exclusivity

Each in-house training session is exclusive to your organization – you can introduce company sensitive or market competitive information into sessions, without commercial compromise.

▶ Cost savings

There are clear cost savings to be made – you save on travel, accommodation expenses and employee's time.

▶ Flexibility

The KPI Institute in-house training is flexible, adaptable and effective, ensuring that you get the best possible learning experience.

🗣️ Testimonials

“Particularly adept at building and sharing knowledge... creativity, research and exemplary stakeholder management skills were essential to success.”

Gavin Haberfield, Department of Treasury and Finance, Australia

“This is one of the best programs regarding performance management, I have ever attended. I highly recommend this training for any manager who wants to manage his/her business in the right way.”

Perviz Aslani, EMBAWOOD, Azerbaijan

“A powerful insight into your hidden potential that can drive you to a high level of excellence.”

Alassane B. Ndiaye, Qalinca, Belgium

“I would rate the training 10 out of 10 and highly recommend it to others. The facilitator managed to get excellent group interaction right from the beginning, the course was interesting, informative and very well presented.”

Mohamed Salah El-Dein, Salehiya Medical, Saudi Arabia

📖 Training Courses Catalogue 2015

The KPI Institute offers a broad set of training courses customized to specific functional areas, industries or topics related to performance management.

Each of these courses is developed based on The KPI Institute's research and aims to provide practical solutions for improving business performance.

[Access the Training Courses Catalogue for the complete training offer.](#)



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Registration

3 ways to register:



Online



Direct contact

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

European office

Alexandru Muntean
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Middle East office

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Registration form

Use one of the following options:

- ▶ Complete this form and fax it to your nearest office:

European office:
+40 2 6441 4360

Middle East office:
+97 1 4332 8810

Southeast Asia office:
+97 1 4332 8810

Australian Headquarters:
+61 3 8395 6544

- ▶ Email us with your registration details

Expression of Interest

*Please fill out all the fields below

Title

First name

Last name

Telephone

Email

Training course

Date of training course

Job title

Department

Organization

Organization size

Industry

Address

City

State / Province

Country

Postal Code

How did you hear about us?

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.