Mastering Data Analysis & Visualisation Techniques

Duration: 5 Days

Language: en

Course Code: IND02-118

Objective

Upon completion of this course, participants will be able to:

- Develop a strong understanding of data collection techniques and their applications.
- Master data analysis using tools like Alteryx and SPSS.
- Learn to create compelling infographics and data visualisations.
- Enhance reporting skills to communicate data-driven insights effectively.

Audience

This course is intended for:

- Data analysts and scientists
- Business intelligence professionals
- Project managers
- Marketing and financial analysts
- Anyone involved in data-driven decision-making

Training Methodology

The course employs a blend of theoretical instruction and practical application, combining interactive lectures, hands-on workshops, case studies, group projects, and real-world data sets for practice. Participants benefit from expert feedback and peer discussions, ensuring that they not only grasp the core concepts but also acquire valuable practical experience in applying these techniques within their respective fields.

Summary

This course combines the best elements of data analysis, collection techniques, and visualisation, providing participants with comprehensive knowledge and practical skills. The course prepares participants to make data-driven decisions and communicate insights effectively, from foundational data collection methods to advanced analytics and visualisation tools.

Course Content & Outline

Section 1: Foundations of Data Collection

- Importance of data quality
- Data collection planning

- Sampling techniques and biases
- Tools for data collection (surveys, interviews, focus groups)

Section 2: Data Collection Techniques

- Primary vs. secondary data
- Automated data collection methods
- Real-time data collection
- Ensuring data privacy and security

Section 3: Data Analysis with Alteryx and SPSS

- Introduction to Alteryx: Data blending and preparation
- Advanced analytics with Alteryx
- SPSS essentials: Descriptive statistics and hypothesis testing
- Data interpretation and decision-making

Section 4: Data Visualization and Infographics

- Principles of effective data visualisation
- Tools for creating infographics (Tableau, Power BI)
- Storytelling with data
- Designing reports for different audiences

Section5: Applied Data Analysis and Visualization

- Case studies and real-world applications
- Hands-on projects with Alteryx and SPSS
- Developing a data-driven culture in organisations
- Final project presentations and feedback

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

IT & Computer Application, Technology, AI, Data and Visualisation

Tags

Data, Data Visualisation, Infographics

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