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World Class Defined and Enabled

Technology Ireland ICT Skillnet

Certified Enterprise Analytics Program

Training & professional certification across all functions to raise your organization's Analytics IQ

- Deliver organizational goals of greater visibility, reliability, and predictability through better analytics decision-making, techniques, and tools
- Create a more dynamic workforce to analyze problems, suggest solutions, and implement decisions
- Create clear development paths for top talent and provide ongoing learning opportunities at every level
- Investigate analytical tools and techniques
- Understand and apply emerging trends in analytics

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Most companies are literally swimming in a sea of data

Translating all this information into insights is critical for companies to identify opportunities, reduce risk and maximize competitive advantage

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Employing analytic tools, data and delivering better insights rests on the expertise of your people

Information	Insight	Intelligence
Provide facts and data	Gain accurate deep understanding	Apply knowledge and skills

Reporting/Descriptive

Diagnostic

Predictive/Prescriptive

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World Class Analytics begins with Analytic Thinking

Analytic Thinking

Must be able to identify and define problems, extract key information from data and develop workable solutions for the problems identified in order to test and verify the cause of the problem and develop solutions to resolve the problems.

Behaviors

- Collects information and data
- Extracts relevant data in order to identify possible causes for the problem
- Critically examines issues by breaking them down into manageable parts
- Analyzes information to determine and ascertain the most likely cause of the problem
- Identifies the logical, factual outcomes based on the data, information and analysis conducted
- Identifies action to prevent the problem from occurring partially or totally

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Messaging Matters for the Analytics Professional

"Hard" Skills of the Analytics Professional

- Analytical thinking
- Business knowledge
- Analytic technique capability
- Analytic tool know-how

"Soft" Skills of the Analytics Professional

- Interpersonal skills
- Negotiation skills
- Interaction skills
- Communication skills

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Section 1: Course Introduction	Section 2: Key Concepts in Analytics	Section 3: Analytical Techniques and Tools	Section 4: Executing Analytics Projects	Section 5: Effective Messaging and Emerging Trends	Section 6: Test Your Knowledge
▪ Welcome ▪ Learning Objectives ▪ Course Instruction ▪ Course Navigation	▪ Defining analytics ▪ Measuring what matters ▪ Strategic mapping ▪ End-to-end Processes ▪ Benchmarking ▪ Metrics and KPIs ▪ Analytic Drill Paths ▪ Master data management / governance ▪ Analytics Maturity Model	▪ Insight Cycle ▪ Descriptive 1. Historical Analysis 2. Variance Analysis 3. Trend Analysis ▪ Diagnostic 4. Comparative Analysis 5. Value Based Analysis 6. Correlation Analysis ▪ Predictive 7. Time Series Analysis[1] 8. Regression Analysis 9. Classification Analysis ▪ Prescriptive 10. Machine learning 11. Natural Language Processing ▪ Overview of Analytic Tools	▪ Analytics Projects Life Cycle ▪ Phase 1: Hypothesis development ▪ Phase 2: Situation analysis ▪ Phase 3: Current state analysis ▪ Phase 4: Design ▪ Phase 5: Build and Test ▪ Phase 6: Deploy and operationalize ▪ Metrics Selection	▪ Business partnering ▪ Understanding communication ▪ Communication types ▪ Communication challenges ▪ Knowing your audience ▪ Creating the audience profile ▪ Audience types ▪ Questions for the audience decision maker ▪ Cultural Competence ▪ Cultural variables to consider ▪ Improving cross-cultural messages Emerging Trends in Analytics	▪ Final Course Assessment ▪ Course Summary and Feedback ▪ Mark Your Course Complete

(1) Includes naïve modelling, probabilistic, deterministic modeling

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Certificate in Enterprise Analytics Excellence (CEAE)
Course Outline – v2.0 available Feb 2019

1. Introduction

2. Key Concepts in Analytics

Defining analytics, asking better questions, selecting KPIs and measures that matter, introducing the analytics maturity model

Descriptive	Diagnostic	Predictive	Prescriptive

3. Analytical Techniques and Tools

1. Historical analysis 2. Variance analysis 3. Trend analysis	4. Comparative Analysis 5. Value-Based analysis 6. Correlation analysis	7. Time series analysis[1] 8. Regression analysis 9. Classification analysis	10. Machine Learning analysis 11. Natural Language Processing

Underlying analytics tools

4. Executing Analytics Projects

Quality assurance, risk management, governance

5. Effective Messaging & Emerging Trends

Understand communication, audience, cross cultural messaging and emerging trends in Analytics

6. Test Your Knowledge

Key takeaways from #1-5 course sections

Core Frameworks

1. Hackett Analytics Maturity Model	2. Hackett Insight cycle

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Course Costs

Hackett / ICT Skillnet Course Cost: €850

ICT Skillnet Grant Aided Course Cost: €680

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