Program Details

Date: 25/2/2020
Location: KPMG Offices, Nicosia
Time: 8:30 a.m. - 4:45 p.m
Duration: 7h

Investment: €220 + VAT Net investment after subsidy from the HRDA of €119: **€142,80** (including VAT) for all eligible participants
Language: English
Directors: V. Radivojevic, E. Erodotou

Descriptive Analytics and Business Intelligence – Visualise Your Data

This seminar may contribute to Continuing Professional Development requirements.

Data is all around us. Visualising is the first step to receiving value from your data. Understanding how to conduct descriptive analytics, however, is the first significant step towards using business intelligence and enhanced management decision making. The trainers of the seminar are passionate about analytics and possess solid experience in the field as well as considerable qualifications. This is a-not to be missed-seminar for those who deal with data analytics and seek to make a difference in their profession. The seminar aims to reveal the power of data and its necessity in today's business world.

IMPORTANT NOTICE-SEMINAR'S REQUIREMENTS:

During the seminar BI concepts will be demonstrated through well-known technologies like Power BI, SAS VA and AWS QuickSight. Therefore, participants are required to bring their own laptops and arrange the Power BI desktop application to be installed on them prior to the seminar's date. Participants can download the latest version of Power BI desktop application in English for free **here**. In addition, participants are required to download the data files that will be sent to them via email in advance, for the seminar's purposes.

Course Objectives

This seminar will provide the basic knowledge of tools and concepts necessary to develop descriptive analytics skills, in order to get better insight from data within organisations and improve management decision making.

By the end of the seminar, participants will be able to:

- Identify the difference between look up and data tables, describe what hierarchies are and create relationships between datasets
- Recognise how to improve decision making, compare and contrast results and reach better, well informed decisions
- Further develop their analytical skills and perform descriptive analytics for their organisations, in order to improve management decision making as well as elaborate on the subject of management reporting and descriptive analytics
- Justify changes in measured metrics
- Appreciate the importance of descriptive analytics and participate in strategic discussions concerning management decision making.

Methodology

Blended learning will be the training method of this seminar. Face-to-face learning will be complemented by technology based learning, using laptops. The main educational techniques will be lecture/presentation, exercises, discussion and questions and answers.

Participants*

Company owners and Managers, Executives tasked with data analytics within organisations, Chief Executive Officers, Chief Operating Officers, Chief Commercial Officers and other related professionals.

Course Content

Descriptive Analytics (30 min)

- Explanation of the term and descriptive analytics and benefits
- What tools can we use?

Data quality & preparation (1 h)

- What is data quality?
- Preparing data for visualisation tools
- Lookup tables vs Data tables
- Why do we need lookup tables?
- Practical demonstration

Getting started (1 h & 30 min)

- Overview of the tool
- Connecting to a Data File
- Navigating through your tool
- Creating relationships between tables
- Creating charts

- Drilling down and up in hierarchies
- Adding colours
- Adding calculated columns
- Adding labels and formatting

Time series, Aggregation and Filters (1 h & 30 min)

- Working with time series
- Understanding aggregation and granularity
- Creating an area chart & learning about highlighting
- Filters and slicers

Maps, Scatterplots and Interactive BI (Business Intelligence) reports (1 h & 30 min)

- Calculated Columns vs Calculated Measures
- Creating a scatter plot
- Combining charts, filters and slicers
- Adding a Donut Chart

Using Custom Visuals & Cloud (30 min)

- Installing a custom visual for Power BI
- Power BI Pro functionality and Cloud functionality demo

Beyond Descriptive Analytics (30 min)

- Predictive Analytics.