informatech

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | COURSE

IIBA Endorsed Certified Data Analyst

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Course content

Why Attend

Catalyze impactful change in your organization with Meirc's in-depth course on data analytics. Designed with a focus on practical application, this IIBA®-endorsed course aims to equip participants with a comprehensive understanding of the transformative role of data analytics in modern decision-making processes. Participants will learn to formulate data-driven questions that align with their organization's objectives, identify suitable data sources, and analyze large datasets using advanced Excel techniques. In addition, participants in this course will acquire the skills needed to create compelling data visualizations that can be used to present data-driven insights.

This course uses Excel for analyzing complex datasets. Participants will collaborate on analyzing a real-world business case and will be expected to present their data-driven insights in a simulated board meeting.

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

• Evaluate the role of data analytics in improving organizational decision making

• Formulate data-driven analytical questions tied to business objectives

• Identify suitable data sources and ensure the accuracy of collected information

• Analyze large datasets using advanced Excel techniques

• Create effective data visualizations and present data-driven insights to stakeholders

Analysts and professionals who are looking to build their data analysis skills as well as those who are interested in improving their decision making capabilities based on data-driven insights

• Analytical thinking

• Sourcing data

• Validating data

• Structuring data

• Analyzing data

• Data visualization

Course content

Course outline

Data Analytics and Organizational Decision Making

- The objective of data analytics
- The role of the data analyst
- Data analytics as a set of activities
- Data analytics as a decision-making paradigm
- Data analytics as a set of practices and technologies

Framing the Data Analytics Approach

- Identifying the real issue
- Establishing key metrics
- Understanding the problem
- Using logic trees
- Using the prioritization matrix

Sourcing Data

- Data sources
- Gathering quantitative data
- Using qualitative data
- Benchmarking
- Conducting informational interviews
- Validating data

Analyzing Data

- Preprocessing data

Course content

Course outline

- Exploratory data analysis
- Statistical data analysis
- Prescriptive analysis
- Predictive analysis
- Introduction to machine learning

Communicating Data-Driven Results

- Principles of data visualization
- Creating compelling data visualizations
- Understanding stakeholder needs
- Presenting data-driven insights
- Telling the story behind the data

Seminar dates

Available seminar dates

Live dates and pricing for IIBA Endorsed Certified Data Analyst generated from the course details page.

Date	Location	Format	Fee
20 - 24 July 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
3 - 7 August 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
7 - 11 September 2026	Rome - Italy	Classroom	**€4,250.-**
12 - 16 October 2026	Munich - Germany	Classroom	**€3,450.-**
9 - 13 November 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
14 - 18 December 2026	London - U.K	Classroom	**€4,200.-**

Live online option	Online delivery is available at €1,850.-.