

**15 out of 17 sectors**  
in the US have more data stored per company than the US Library of Congress\*

**40%** projected growth in global data generated per year vs. **5%** growth in IT spending\*

**30 billion** pieces of content shared on facebook each month\*

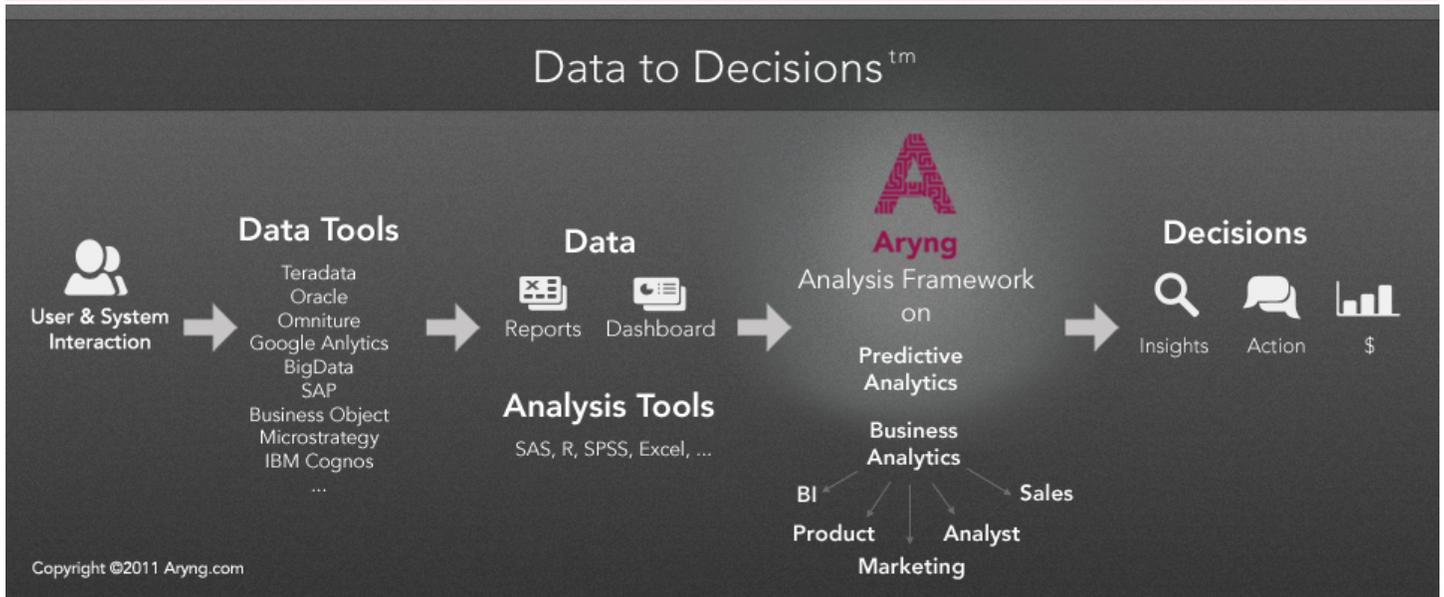
**60%** potential increase in retailer's operating margins possible with Big Data\*



**140,000 to 190,000** more deep analytical talent positions, and

**1.5 million** more data-savvy managers needed to take full advantage of Big Data in the US\*

**Aryng Workshops directly addresses this data deluge!**



\*Source McKinsey & Company, McKinsey Global Institute, May 2011  
Big Data: The next frontier for innovation, competition, and productivity

# Aryng's Level 2 "Data to Decisions™" Boot Camp

## DTD 20X: Hands-On Analytics Workshop

### Testimonial from past attendees:

*"The Aryng workshop provided me with a framework for making better data-driven decisions"*

Clarissa M., Business Development Manager, **Box Inc.**

*"I feel redeemed!"*

*The training content and the quality was excellent. The case studies and real life business examples accompanying every theoretical concept makes understanding so much easier. The interactive learning environment makes this program all the more enjoyable while learning from others experiences as well. **This course has given me totally new perspective, boosted confidence, Highly recommended!!**"*

Jignesh S., Senior Data Analyst, **PayPal**

[Additional Video testimonials here](#)

## INTENDED AUDIENCE

- **Managers:** Project leaders, directors, vice presidents, marketing manager, sales manager, product manager, finance managers and managers involved with data driven decision making
- **Analysts:** Marketing analysts, product analysts, financial analysts and business analysts who want to be more effective in having an impact via data/ analysis
- **Technology experts:** Data analysts, Engineers, BI directors, developers, DBAs, data warehouseers, web analysts, and consultants who wish to extend their expertise to business analytics

**Background Required:** Participants must have attended **Aryng's DTD 102: "Business Impact through Analytics" Workshop or equivalent**

## WORKSHOP DESCRIPTION

Today all leading organizations are rapidly gaining power by leveraging information to gain insights and drive the business. **Business analytics** delivers actionable insights – new interpretations and evaluations of business performance based on data and statistical methods. In this workshop, attendees gain **hands-on experience of business analytics** and comfort in driving decisions based on data.

**Hand's On Business Analytics:** On Day 1, We will take you on a journey that begins with a **business question**, proceeds to core analysis methods, **deriving insights** and concludes by making an **impact**. The agenda covers approaches to communicate **analytical findings**, delivering **powerful presentations**, and best practices to build impactful **KPI dashboards**. Examples, **hands-on exercises**, **case study** and templates empower attendees to return to their organizations with the processes and **toolkit** that ensures they are ready

to approach any business problem and drive towards impact.

**Case Simulation:** On Day 2, we review the 5-step framework to get from inquiry to impact and attendees **work in groups to solve a real life business case (from their day-to-day workflow)** using the framework learnt. The case starts with a business problem and ends with **attendees presenting their executive deck** laden with recommendations and insights in a span of 1-day! We also spice the day with **role plays** for effective collaboration in cross-functional organization.

## Topics covered include:

### 1. Business Analysis

- **Business Problem:** How to identify the real business problem behind the data pull ask
- **Prioritization:** How to prioritize between different asks by quantifying impact
- **Analysis Plan:** Structure analytics using Hypotheses driven approach
- **Derive Insights/ Impact:** How to derive insights from data for portfolio dynamics, campaign analysis, product launch, **business case**, trend analysis, driver analysis, pre-post, test-control.

### 2. Communication/Presentation

- Communication/ **Influencing** with business partner
- Make powerful presentations with strong recommendation and actionable insights
  - **Graphical** representation of insights

### 3. Tools/ Techniques

- Analysis using Excel: Functions, Pivot table, charting, dynamic refresh, formatting
- Introduction to advanced tools like Tableau or Knime [*may or may not be included dependent on the average level of the participants*]

### 4. Metrics/ Dashboard

- **Case Simulation:** Work with your team to solve a real life business problem starting with an inquiry and finishing with a powerful presentation.

**Software/Hardware:** Attendees are asked to come with their own laptop with Microsoft Excel or equivalent software for hands-on group exercises and case study.

## KEY TAKEAWAYS

1. A proven approach to **driving decisions based on data** using 5-step analysis framework.
  - **Real Business Question:** Learn how to get to real business question behind any ask, working effectively with the stakeholders
  - **Hypothesis:** Understand hypothesis; structure data pull and analysis based on hypothesis
  - **Definitive read on any business question with actionable \$/decisions with quick analysis**
2. Learn how to **make successful business case** for a new product/feature launch with limited historical data. Also learn to **effectively present it to peers and management.**
3. **How to build impactful KPI Dashboard/ meaningful metrics**
4. **Learn how to do actionable analysis using Excel pivot tables, functions and charts**
5. Learn **how to prioritize** between different projects based on prioritization framework.

## Schedule Day1- Day2

- Breakfast and Networking starts at 8:30am
- Workshop starts at 9:00am
- Morning Coffee Break at 10:30am - 10:45am
- Lunch provided at 12:15 – 1:00pm

- Afternoon Coffee Break at 2:30pm - 2:45pm
- End of the Workshop: 4:30pm

#### **Attendees receive:**

- A course materials folder
- An official Certificate of Completion (at the conclusion of the workshop)
- Templates: Data to Decision Templates, Analysis Plan, Project Plan, Effective Deck Template

## **FEES**

**\$1595** (Early bird discount)

**\$1795** (Regular)

## **DTD 20X INSTRUCTORS**

### ***Piyanka Jain, President & CEO, Aryng.com***

Piyanka, founder of Aryng - a premier analytics training and consulting company, is a well-regarded industry thought leader in analytics, keynoting at business and analytics conferences including Predictive Analytics World, Data Science Summit, TDWI Big Data Conference, Google Analytics User Conference, Business Performance conference on data driven decision making in an organization.

With her 15 years of experience in analytics, she has had 100M+ demonstrated impact on business. Her prior roles include the head of NA Business Analytics at PayPal and senior marketing analytics position with Adobe.

Detailed profile: <http://www.linkedin.com/in/piyanka>

Forbes blog post: <http://blogs.forbes.com/piyankajain/>

### ***Mukul Patki, Senior Trainer, Aryng***

Mukul is a senior analytics professional with 8+ years of experience driving impact in the organization through analytics. He currently leads business analytics for PayPal's Latin American business. Prior to this he has held various analytics roles at PayPal, Knowledge Based Systems, and IBM TJ Watson Research Center. Mukul has a PhD in "Industrial Engineering and Management" with a focus on quality and applied statistics.

Detailed profile: <http://www.linkedin.com/in/mpatki>

## ***Vijay Aviur, Evangelist & Trainer***

Vijay is a data-driven strategy expert and product leader with over 14 years' experience in spearheading product strategy and information initiatives in financial and retail industries, with specific focus on market behavior. He combines his rich analytics expertise with traditional and innovative product management techniques and draws on his extensive experience working closely with Statisticians, Quantitative analysts and Multi-billion Dollar Portfolio Managers in his prior roles. Vijay's expertise is in empowering and driving smart decision-making by means of lucid insights, deep analytics, and by providing actionable recommendations for effective transformation and optimization.

Detailed profile: <http://www.linkedin.com/in/vijayaviur>

## **ABOUT ARYNG**

Aryng is a premier analytics training and consulting company, based in the San Francisco Bay Area; a unique partnership of analytics professionals, with decades of experience in Fortune 500 companies - conducting analytics, building and managing Business Intelligence and Analytics teams, delivering cumulative results in the \$100s of millions.