

Aryng's "Data to Decisions™" Intensive Series – Online Training Hands-on Predictive Analytics Training

Testimonial from past attendees:

"... The online training afforded me the scheduling flexibility I needed at a cost I could afford. I would highly recommend this program for anyone looking to change career paths and looking for a timely, flexible and cost effective means of doing so. "

Jody M., Inventory Control Buyer, Cuddledown

"...This online course is really great. Piyanka and Mukul dive into the dry statistical methods and apply them directly to real-life scenario's and cases: travelling agency, online gaming company, e-commerce company Umzon and Shamzon ... walk-throughs are a wonderful practical tool. The cases focus as much on the business briefing process and actionable recommendations rolling out from the analysis as it focus on the data handling and analysis itself."

Simona G., Marketeer, Tellus

INTENDED AUDIENCE

Data Scientists, Data Analysts and Analytics Professionals

Are you an analytics professional wanting to use the power of predictive analytics? Do you have years of experience churning out amazing insights from data but see your hard work go to waste as organizations fail to act on the insights you produce? This workshop is for seasoned professional like you for upgrading your technical skills in logistic regression, linear regression, decision tree and clustering while learning influencing, communication and persuasion skills to create the impact your work deserves!

Professionals transitioning their career to Analytics

Are you looking to transition to an analytics or data heavy role? Do you see R and Regression as some of the tools and skills required for the kind of jobs you are interested in? If so, take our career transition package which includes this course as well as the foundational hands-on business analytics course. Details on [Complete analytics career transition package including training, mentoring, real-time project here](#)

Those who attend this course online also have an opportunity to follow up the training with live mentoring sessions with predictive analytics experts as you start building your first predictive model at work.

Background Required: Understand basics of business, and a strong interest in leveraging data as an asset. Hands-on experience in business analytics or have taken **Aryng's hands-on business analytics course**. If you are completely unfamiliar with R, please complete the modules on [TryR here](#).

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. **Predictive analytics** on the other hand provide customer level behavior prediction to enable businesses like yours to deliver more relevant content to customers, improve response rate, improve retention and overall profitability of the company.

This course is an applied, hands-on predictive analytics course covering the four most commonly used predictive analytics technique in the world of business. They are **Linear Regression, Logistic Regression, Decision Tree** and **K-Means clustering**. All the analysis is done using **open source statistical software R** and **Knime**. The course also covers **primer on R**. The material is brought home using examples and exercise from diverse industry like Health Care, Financial Services and predicting home prices amongst others.

Predictive Analytics Case Simulation: Participants test their own knowledge of predictive modeling by solving a real world business situation - predicting length of stay and discharge outcome for Diabetes patients admitted at AMH hospital using Decision Tree, Logistic Regression and Linear regression in R.

Topics covered include:

1. **Introduction, R primer** and read me.
2. Revisit **Business Question** and laying out the **Analysis Plan** (60 minutes). Review of Analytics methodologies: **Aggregate Analysis, Correlation Analysis, Trend Analysis, Sizing /Estimation, Regression, Decision Tree, K-Means Clustering, Survival Analysis** and **Customer Life-cycle analysis**.
3. **Data Collection** and Validation (30 mins + Exercise)
4. **Insights/ Build Model** - Hands-on Deep Dive
 - a. Data Preparation (60 minutes + Exercise)
 - b. Variable Reduction and Transformation (70 minutes + Exercises)
 - c. Model Building (80 minutes + Exercise)
 - d. Model Validation and Comparison (45 minutes + Exercises)
 - e. Quantify impact of the model (25 minutes + Exercises)
5. **Final Recommendation** and Model deployment (20 minutes + Exercise)
6. **CASE SIMULATION** - (12 hours of Discussion + hands-on work + review of answers)
7. **Segmentation: K-means Clustering** - soup to nuts (4 hours)
8. Summarizing and closing (20 minutes)

Key Takeaways

1. **Hands-on comfort in, Predictive Analytics** - Logistic Regression, Linear Regression, Decision Tree and K-Means Clustering using R and Knime
2. A **proven approach to building effective predictive models** using BADIR 5-steps Analytics Framework.
3. Learn analysis techniques and **effective influencing** and **cross-functional skills** to convert those models and insights to impact.
4. Learn how to **quantify impact of your predictive analytics model** and **effectively present findings and model to peers and management**.
5. Learn how to do use R and Knime for data manipulation and model building

Software Required: Attendees need their laptop with MS Excel or equivalent loaded for exercises. At the start of the course, we will give you instructions on downloading R and Knime.

Attendees receive:

1. An **official Certificate** of Completion (at the conclusion of the training) with your name and instructor signature.
2. **Unlimited access for 12 months:** Go back, pause, take notes, as many time as you like for 12 months.
3. **Templates, cheat sheets,** and samples that help you take your training to your day-to-day work flow.
4. **Sample R code** for linear regression, logistic regression, decision tree, and K-means clustering
5. Participants will be able to sign up for **1-on-1 mentoring with experts** as they begin to build their own models using the approach learnt in this course.

FEES: \$1299

ENROLL: <https://aryng.digitalchalk.com>

INSTRUCTORS

Piyanka Jain, President & CEO

Piyanka, founder of Aryng, 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 150M+ 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/>

Vidisha Vachharajani, Analytics Consultant

Vidisha, has a **PhD in Economics** and **MS in Statistics** from the University of Illinois-Urbana-Champaign. She is experienced in applying quantitative skills, using a variety of statistical software like R, GIS, SAS, and Stata, to different areas of Big Data work, ranging from development of statistical models, analysis and management of large data sets, to training and consulting

ABOUT ARYNG

Aryng is a management consulting firm focused on Analytics; we offers training, consulting and recruiting services to our clients to help build the organization's internal capability to use data as a competing advantage.