



Aryng's "Data to Decisions™" Boot Camp for BI Professionals

Hands-On Business Analytics, Power of Predictive Analytics & Testing

Testimonials from Past Attendees:

"I used the framework yesterday and it worked like a charm! Thanks Aryng!"

Luke S., Business Intelligence Tech Lead, **Google**

"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., **PayPal**

Intended Audience:

- **Analysts/ Managers:** Analytics professionals, Managers and Consultants involved with data driven decision making
- **Technology/BI expert:** BI Directors, Data analysts, Engineers, Developers, DBAs, Data Warehousing Experts, Web Analysts, and Test Analyst

Background Required: Basics of business, and an interest in leveraging data as an asset

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. In this workshop, attendees gain **hand's-on experience of business analytics** and operational familiarity with the **power of predictive analytics**.

Participants will walk away inspired and ready to put their new skills to work. Empowered with a set of practical tools, easily applied and highly effective analytical platforms, participants and the business immediately begin to realize the benefits of the new found knowledge. The course is designed to decrease learning time and engage the participant with our Meta Learning approach; using real word scenarios, case studies, role plays, team work and practical application of the material.

Hand's On Business Analytics: 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: We review the 5-step framework to get from inquiry to impact and attendees **work in groups to solve a real life business case** 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.

Power of Predictive Analytics and Testing: We will cover some of the common Predictive techniques like **Logistic Regression** and **Decision tree**. Then we will walk you through powerful real life **examples** from **Fortune 500 companies** where predictive analytics was used to solve complex business problem, to enable you to think how you can apply these techniques in your business setting. Finally we take you through **test and learn techniques** and conclude with a **case study** in which you solve a business problem using the techniques learned so far to come up with impactful insights/recommendations

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, and 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
- 4. Metrics/ Dashboard**
 - How to build impactful KPI Dashboard/ meaningful metrics
- 5. Test and Learn Analytics:**
 - Overview of test design, evaluating results in business terms and bottom lines, incorporating statistical significance and confidence intervals computation
- 6. Predictive Analytics Methods:**
 - **Overview** of commonly used predictive analytics techniques, mapped to business objective.
 - **Use Case:** Attendees are guided through business cases from **Fortune 500 companies** where predictive analytics was applied to solve challenging business problems. The use cases demonstrate how to: **Increase ROI, Improve product adoption and increase profitability, Increase online conversion, Decrease churn, Optimize profitability, Improve budget and resource planning and Optimize offers and reduce losses** using advance analytics techniques like **Logistic Regression, and Decision Tree**
- 7. 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.

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, Statistical Significance Worksheet, Effective Deck Template