

## Aryng's Comprehensive Tracks

# Career Transition to Analytics

*Get trained, work on a client project, spruce up your analyst resume  
and land your dream analytics job*

### Testimonial from a past track enrollee

“ The real-time project was an invaluable experience as it forced me to not only apply the B.A.D.I.R. principles outlined in the ‘*Behind Every Good Decision*’ book and the online course modules, but it also allowed me to have a more in-depth understanding of the challenges when working with raw, uncleaned, and imperfect data sets. Also, navigating the nuances of the decision science track by interacting and engaging with a real client who may be juggling several priorities of their new business and working through streamlining their own data reporting systems, for example, is something that I couldn’t fully understand through the online courses. Finally, completing the project gave me the skills and confidence to conduct better data analysis at my current job and when applying for analytics jobs. ”

Marc D., Federal Government

### INTENDED AUDIENCE – Future Data Scientist, Analytics professional

Are you analytical in nature? Are you a problem solver? Does the “why” behind things intrigue you? Have you found yourself in a role which requires you to derive insights from data or are looking to get into such a role? Aryng’s Career Transition tracks are designed to help you identify the skills you need to transition to an analytics role, then address them with thorough training, mentoring and experience with a client project.

### TRACK CONTENT

Aryng’s Career Transition Track includes the following modules:

1. **Analytics Aptitude Assessment.** [Aryng’s Analytics Aptitude Assessment](#) is a free and easy way to find out how your interests and skills match with an analytics career, to better plan your career transition. Once you complete the assessment, you’ll receive immediate results with personalized training suggestions to round out your knowledge and help you meet your professional goals. Plus, there’s no obligation. Price: **FREE**
2. **Complete Hands-on Business Analytics Training.** The foundational analytics course using MS Excel and covering the hypothesis-driven BADIR<sup>™</sup> approach to the four most common business analytics methodologies: aggregate analysis, correlation analysis, trend analysis and sizing/estimation. Price: \$1099.

3. **Complete Hands-on A/B Test-and-Learn Training.** Learn how to design controlled experiments when historical data isn't sufficient to prove or disprove hypotheses with the BEDIR (™) framework, using full factorial design and optimization using MS Excel. Price: \$799.
4. **Complete Hands-on Predictive Analytics Training.** Learn advanced methodologies including linear regression, logistic regression, decision tree and k-means clustering. Get hands-on experience with the BADIR framework using open source tools R and Knime. Price: \$1299.
5. **Four 1-on-1 hour-long Mentoring Sessions with a senior Aryng consultant.** Meet with one of Aryng's senior consultants after training to clarify your questions, then use the remaining three sessions for mentoring support on the client project. Price: \$600
6. **A real-time analytics project with an Aryng client.** Once you have completed the analytics training, you'll work alone or in partnership with other trainees on a real client project under the mentorship of an Aryng analytics consultant. The project typically matches your industry and function interests and may involve working directly with an Aryng client to solve a specific analytics problem with an Aryng consultant on an internal project. You will identify the real business question for the project, prepare and present the analysis plan, pull data, do analysis and make the stakeholder presentation all within a 6-8 week timeframe. The project is done remotely and part-time with six to eight meetings with the client. Price: \$999
7. **Career Coaching.** Need help finding the analytics job of your dreams? Aryng can help with its structured three-session career coaching package, which covers networking, resume coaching and interviewing. An Aryng expert will provide one-on-one assistance to help you identify your target jobs, spruce up your resume and prep for the analytics interview. Price: \$450
8. **[Behind Every Good Decision](#):** Written by Aryng founder Piyanka Jain, the book will give you the recipe for not only conducting analysis but driving significant impact. Order separately through Amazon or your local book store; retail price is typically \$27.95.

## TRACK OPTIONS

	Most Popular		
	Career Transition Basic	Career Transition Standard	Career Transition Premium
Hands-on Business Analytics Training	✓	✓	✓
Hands-on A/B Testing Training	✓		✓
Hands-on Predictive Analytics Training		✓	✓
A Real Time Analytics Project Experience	✓	✓	✓
Customized Career Coaching <small>Networking to find jobs, Resume coaching, Interview coaching</small>			✓
1-on-1 mentorship - 1.0 hour session	4 Sessions	4 Sessions	4 Sessions
Cost	<del>\$3198</del> \$2870	<del>\$3398</del> \$2990	<del>\$4796</del> \$3980

Once you enroll, Aryng will contact you to schedule the training and mentoring sessions. Training is done online at your pace. Mentoring sessions are scheduled over the web, Skype or phone.

## ATTENDEES RECEIVE

1. A Certificate of Completion for each course in the track
2. An Aryng Certified Analytics Professional certificate after completing the client project
3. An Aryng account/login with access to personalized content for continued learning
4. Cheat sheets, downloads and templates shared throughout the course

## INSTRUCTORS

### ***Piyanka Jain, Bestselling author and President & CEO of Aryng***

Piyanka is the author of the Amazon bestseller book [Behind Every Good Decision](#) and 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 180M+ 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.

### ***Vidisha Vachharajani, Senior Trainer***

Vidisha has a PhD in Economics and MS in Statistics from the University of Illinois at UrbanaChampaign. She is experienced in applying quantitative skills, using a variety of statistical software such as 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.

## FAQ

### **How long does a track take to finish? How long can I take to finish the tracks?**

Courses within the track have varying durations and are self-paced. Check out the course content to find typical time commitments for each course. You can take courses as quickly or slowly as you wish. The follow-on projects take 6 to 8 weeks to finish.

You have up to 12 months from registration to finish your training and follow-on project and take all mentoring sessions. After 12 months, if you may continue to access the tracks for an annual fee of \$250 for access to the online training platform, use of the remaining mentoring sessions or complete the follow-on project.

**Is there a refund policy?**

Aryng provides a 70% refund for tracks cancelled within 72 hours of registration, provided you have completed less than 30% of the first course (Hands-on Business Analytics). No refunds are given after 72 hours from registration or if you have covered more than 30% of the first course.

**Do I get a certificate at the end of the track?**

Yes. At the successful completion of the analytics project in the Career Transition and Analyst tracks, you'll receive the Aryng Certified Analytics Professional certificate. The Aryng Certified Data-Driven Business Professional certificate is awarded after finishing the live analytics project in the Business Professional track. Those completing an executive project as part of the Data-Driven Leader Track receive the Aryng Certified Data-Driven Executive certificate. Additionally, you'll receive a Certificate of Completion for each course you taken in the track.

**What tools do I need for the training and the project?**

You will need MS Excel with data-pak loaded and MS PowerPoint to complete Hands-on Business Analytics and Hands-on A/B Test-and-Learn. For Hands-on Predictive Analytics, you will additionally need to install open source software R and Knime. For the project, you might also need to use another BI tool to pull data depending how data is stored on by the subject of the project.

**What is the background knowledge required to enroll in the tracks?**

You need a working knowledge of Excel, a score of 12 or above in the Analytics Aptitude Assessment and a passion for learning analytics. The Analyst and Career Transition tracks require basic familiarity with R for Hands-On Predictive Analytics. If you need knowledge about R, Aryng can direct you to appropriate resources.

**Is there a reading list for the track?**

Yes, for all tracks we recommend "[Behind Every Good decision](#)" as a reference guide. You also may receive individual course reading lists. We recommend creating an [Aryng account](#) to access a personalized reading list, blogs and videos to keep abreast with the latest in analytics.

**Who do I contact with questions while taking the course online or while doing the client project?**

For logistical issues while taking the course, please email [support@aryng.com](mailto:support@aryng.com) or call 408.412.7279. If you have analytics-related questions, Aryng recommends bringing them to your first mentoring session after completing training.

**Can I just enroll in a single course or take courses one at a time and later add mentorship services, career coaching and client project, if desired?**

Yes, you can choose to enroll in the courses one-by-one instead of taking the entire track. You can also sign up for a la carte mentoring sessions, career coaching and client project after you finish your training. Please be aware price discounts are only available when purchasing the complete track.

**Is the project with a real client in real time? Do I need to go to the client's office for the project? Do I work on the project by myself or with a team?**

Yes, the client project as part of the career transition track is with a real Aryng client. You work with the client remotely and schedule meetings over webcam based on common availability. Depending on the scope of the project, you will either work with the client by yourself or with one or more other trainees.

**Do you help me find a job? Do you do placements?**

As part of the career transition package, we offer [career coaching](#) services which include a target job brainstorm, resume building session and interview preparation session. Although the client may offer you a position at the conclusion of the client project, there is no guarantee. If your profile matches the requirements for an open position with Aryng recruitment, your resume may be presented to the client. Other than these opportunities, Aryng does not currently offer placement services.

**What will I be qualified to do upon completing the career transition track?**

Upon successfully finishing the client project, you will receive the Aryng certified analytics professional

certificate. You may use the client project, in-class projects, capstone cases, and the certificate in your resume to demonstrate your qualification for an analytics role.

## **ABOUT ARYNG**

Aryng is a unique partnership of analytics professionals with decades of experience in Fortune 100 companies, conducting analytics, building and managing Business Intelligence and Analytics teams, and delivering cumulative results in the \$100s of millions.

Aryng's data analytics training and consulting practice is the product of years of experience and our unique proprietary knowledge; not only about using analytics to generate insights but, even more importantly, how to take those insights to impact through the softer skills of communication and influencing.