

## Aryng's Comprehensive Tracks

# Data-Driven Executive

*Learn how to compete on analytics and lead your team to profitability and growth*

### Testimonial from a past track enrollee

“The workshop was really wonderful - and your insights on how to keep the entire set of stake holders involved from the get go; were right on target.

But, I have to tell you, the material from the session today was over the top. And some of the information was stuff we already know, but was really displayed and demonstrated in such an actionable way - the "eye chart" which broke the Corporate Goal into the directly correlated actions was AWESOME. Additionally, the chart that broke the segments of Monetize, de-focus, clone, grow and showed them in a chart with separate action plans for each segment was again so Powerful. It was wonderful spending a little time with you and your team.”

Bob B., CEO, DPS Telecom

### INTENDED AUDIENCE – Executives who want to compete on analytics

Are you a business leader looking to understand your customer's needs to drive revenue and growth? Do you have questions about how to organize analytics talent and processes within your organization so you can tame Big Data? Are you deciding what leadership talent your organization needs so you can consistently make good data-driven decisions?

Aryng's track for business leaders can give you the skills to drive profitability and growth using data.

### TRACK CONTENT

This track is designed specifically for business professionals and includes the following modules:

1. Introduction to Business Analytics, Predictive Analytics and A/B Testing: Equip yourself with the knowledge that will allow your organization to compete on analytics. Price: \$499.
2. **Six 1-on-1 hour-long Mentoring/Advising Sessions with Aryng Founder Piyanka Jain:** Scheduled twice a month for 3 months following the analytics training and completion of the book. More mentoring sessions may be purchased as needed. Price: \$1500

3. ***Behind Every Good Decision***: Written by Aryng Founder Piyanka Jain, the book helps you quantify your organization's analytics maturity quotient and guides your organization's path toward competing with data, making changes within the organization to enable data-driven decision making, finding the right talent, and understanding the tactical aspects of competing on analytics. Order separately through Amazon or your local book store; retail price is typically \$27.95.

## TRACK OPTIONS

Choose each module above separately or enroll in the **executive track for \$1890**. Once you enroll, we will be in touch to schedule the training and sessions with you. Training is done online at your pace. Mentoring sessions are scheduled over web, Skype or phone.

## ATTENDEES RECEIVE

1. A Certificate of Completion for each course in the track
2. An Aryng Certified Data-Driven Executive certificate after completion of the analytics project you choose to do with Aryng via the mentoring session.
3. Aryng account/login with access to personalized content for continued learning
4. Cheat sheets, downloads and templates shared throughout the training

## 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.

## 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.

## 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.