

## Aryng's Comprehensive Tracks

# Impact Driving Analyst

*Become a Better Analyst: Empower yourself and your team to drive Business Impact*

### Testimonial from a past track enrollee

"I really enjoyed and learned a lot. The hands on exercises were great. I found the training very useful specially in Extracting real Business question from the Users requirement, follow a framework for Analysis, laying out hypothesis and substantiating it with facts. Creating effective presentation and excellent tips for Excel. I am already using your framework to address and plan better the initiatives I am involved here. I can say that now whatever I am doing I am thinking through it in a more structured way. I highly recommend this training for my peers."

Tauseef A., Data Analyst, eBay Inc.

### INTENDED AUDIENCE – Analyst and Data Scientists who want to be drive impact

Are you a strong analyst yet frustrated with how little an impact you are having on your organization? Are you building the best models and yet no one seems to care? Would you like to learn how to influence your stakeholders, articulate the insights generated by your analysis and make great presentations? Or you have recently transitioned into an analytics role and are not sure how to do analytics? If so, Aryng's Analyst track is for you.

### TRACK CONTENT

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

1. **Analytics Aptitude Assessment.** [Aryng's Analytics Aptitude Assessment](#) is a free and easy way to find out if you have what it takes to leverage data to make decisions. Once you complete the assessment, you'll receive immediate results with personalized training suggestions to round out your knowledge. 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>(TM)</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<sup>(TM)</sup> 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. **Three 1-on-1 hour-long Mentoring Sessions with a senior Aryng consultant.** Sessions are scheduled in the middle and end of analytics training. Aryng recommends you use these sessions to discuss a live project from your job where you need help practicing the skills learned from the training. Additional mentoring sessions may be purchased as desired. Price: \$450.
6. **[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

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.

	Analyst Basic	Analyst Advanced
Hands-on Business Analytics Training	✓	✓
Hands-on A/B Testing Training		✓
Hands-on Predictive Analytics Training	✓	✓
Analytics project support w/ 1-on-1 mentorship 1.0 hour session	3 Sessions	3 Sessions
Cost	\$2160	\$2760

## ATTENDEES RECEIVE

1. A Certificate of Completion for each course in the track
2. An Aryng Certified Analytics Professional 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.

### ***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.

## 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.