

Aryng's Corporate "Data to Decisions™" Boot Camp

Business Analytics Workshop and Mentoring

for Business and Product Professionals

"The Aryng workshop provided me with a framework for making better data-driven decisions"

Clarissa M., Business Development Manager, **Box Inc.**

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

Luke S., Partner Solutions Sales, **Google**

"As an inventory control buyer with a strong interest in further pursuing the analytical side of the business, I found the Aryng's Hands-On Business Analytics program very beneficial. The principles and framework taught, gave me the confidence to trust in my decisions and the hands on exercises provided me with the skillset to apply my learnings to real world situations and further solidified that analytics was the right career path for me. 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

INTENDED AUDIENCE

Business and Product Managers: Project leaders, directors, product manager, operations managers, finance managers and managers involved with data driven decision making

BUSINESS ANALYTICS COURSE CONTENT

This course includes the introduction to analytics course. In the introduction section, we go through the analytics landscape and verbiage. And then we give you an overview of business analytics, predictive analytics and test-and-learn using examples from real past projects including winery, a retail company and a payments company.

Next with BADIR deep dive section, we learn the BADIR framework hands-on and then cover some of the supplemental topics before moving to the final Case- where you get to practice the BADIR framework. Each section is organized as: Introduction to framework, an Example illustrating the framework, and then we ask you to do the exercise using that framework. All the sections and their content is outlined below.

Topics covered include:

1. Introduction to the Analytics landscape

- **Big Data** and Analytics
- Business Intelligence and Analytics
- Business Analytics Vs. Predictive Analytics
- Overview of commonly used **statistical/analytical techniques**: Correlation Analysis, Trend analysis, Sizing/Estimation, Aggregate Analysis, Predictive Analytics, Time Series, Segmentation and Customer Life Cycle analysis

2. Business Analytics - BADIR™ Analysis Framework

- **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, test-control. Statistics 101: Aggregate Analysis** – Averages, Standard Deviation, Error, Z-score, Statistical significance, and **Correlation Analysis**

3. Test and Learn overview :

- Overview of test design, evaluating results in business terms and bottom lines, incorporating statistical significance and confidence intervals computation

4. Predictive analytics methods overview:

- **Overview** of commonly used predictive analytics techniques, mapped to business objective.
- **Use Case**: Attendees are guided through a business cases from a **Fortune 500 company** where predictive analytics was applied to solve challenging business problems.

5. Communication/Presentation

- Communication/ **Influencing** the stakeholders
- Make powerful presentations with strong recommendation and actionable insights
 - **Graphical** representation of insights

6. Tools/ Techniques

- Analysis using Excel: Functions, Pivot table, charting, dynamic refresh, formatting
- Introduction to advanced tools like Tableau or Knime [*may or may not be included dependent on the average level of the participants*]

7. Metrics/ Dashboard: Learn a framework to arrive at **top 20 metrics** to manage your business.

8. 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 use their own laptop with Microsoft Excel + analysis tool pak or equivalent software for hands-on group exercises and case simulation.

KEY TAKEAWAYS

1. A proven approach to **driving decisions based on data** using 5-step analysis framework.
 - **Real Business Question**: Learn how to get to real business question behind any ask, working effectively with the stakeholders
 - **Hypothesis**: Understand hypothesis; structure data pull and analysis based on hypothesis
 - **Definitive read on any business question with actionable \$/decisions with quick analysis**

2. Learn how **to make successful business case** for a new product/feature launch with limited historical data. Also learn to **effectively present it to peers and management**.
3. **How to build impactful KPI Dashboard/ meaningful metrics**
4. **Learn how to do actionable analysis using Excel pivot tables, functions and charts**
5. Learn **how to prioritize** between different projects based on prioritization framework.
6. Get an overview of how, where and why **Business Analytics, Predictive Analytics** and **Test-and-Learn** are used with **case studies** from **Fortune 500 companies**.
7. Learn how to **compete on Analytics** by putting analytics into business context.

SCHEDULE OPTIONS

Option 1: Live Onsite training followed by real-time mentoring over the web

Weeks 1: Day 1-3

- 9am-5pm: onsite training with lunch and snack breaks
- On day 3, teams of 2-5 do the capstone case together and present their findings

Weeks 2-9

- Teams of 5 pickup one internal project each. Each team has separate mentoring session with senior Aryng consultant
- Week 2: **Business Question**
- Week 3: **Analysis Plan**
- **Mentoring session 1:** Team brings their analysis plan and questions for one hour mentoring session
- Week 4-7: **Data collection and Analysis**
- **Mentoring session 2:** Team brings their early insights and questions for one hour mentoring session
- Week 8-9: **Prepare presentation**
- **Mentoring session 3:** Team brings their deck and questions for one hour mentoring session

Cost for up to 30 people is \$47,700 + T&E. (Discounts available. Please email piyanka@aryng.com for details)

Option 2: Online training followed by real-time mentoring over the web

Weeks 1-4: Book Club style self-study

- Monday- Friday: Self-study – 3 hour online module per week
- Friday brownbag – 1 hour internal or facilitated discussion

Weeks 5-6

- Teams of 2 do the capstone case together and then teams do their power point presentation at a Friday Brownbag

Weeks 7-15

- Teams of 2 pickup one internal project each. Each team has separate mentoring session with senior Aryng consultant
- Week 7: Business Question
- Week 8: Analysis Plan
- **Mentoring session 1:** Team brings their analysis plan and questions for one hour mentoring session
- Week 9-12: Data collection and Analysis
- **Mentoring session 2:** Team brings their early insights and questions for one hour mentoring session
- Week 13-14: Prepare presentation
- **Mentoring session 3:** Team brings their deck and questions for one hour mentoring session

Cost for 10 people is \$13,250. (Discounts available. Please email piyanka@aryng.com for details)

ATTENDEES RECEIVE

- A course materials folder – Handbook, Primer, Exercise, Example and Case downloads
- An official Certificate of Completion (at the conclusion of the workshop)
- Templates: Data to Decision Templates, Analysis Plan, Project Plan, Effective Deck Template
- An Aryng **Certified Data-Driven Business Professional** certificate after completion of the analytics project

FEE: \$500 - \$1600 per person (\$160 - \$530 per person, per day)

Depends on number of trainees, onsite or offsite and project team size. Please set up time with us to discuss your needs so we can quote you a training price and book you in our training calendar. Please find time with Piyanka here: www.meetme.so/aryng

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/>

“ ‘Empowering’ individuals with the know-how of how to make decisions using data is my personal passion. Instilling ‘Data-driven’ culture is the natural result of that.

I would love to be part of your journey.”

Mukul Patki, Senior Trainer, Aryng

Mukul is a senior analytics professional with 10+ 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.

ABOUT ARYNG

Aryng is a premier management consulting company singularly focused on **in-sourcing of Analytics**.

We believe -

- Data has power to transform our day-to-day product, marketing and operations decisions.
- The people, who are most well placed to extract insights from the data, are those who are working within the organization in the respective product, marketing, sales and operations role.
- 80% of business problems can be solved using simpler techniques, which can be learnt by business professionals with no statistical background and can be performed in Microsoft Excel.
- Timely and relevant insight from data holds the key to drive up revenue and growth, and reduce cost and loss.

Aryng is about building Organization's capability – people, process, and tool, so the organizations can leverage data for smarter decision making. We do that through systematic **analytics maturity assessment** and then **addressing the gaps** through-

1. **Analytics training for business professionals,**
2. Setting up **decision making processes,**
3. **Executing analytics projects** while **teaching and mentoring,**
4. Executive coaching and
5. **Enabling right data tools.**