AZTECH

An ISO 9001:2015 & ISO 29990:2010
Certified Company

Data Analytics for Managerial Decision Making

Strengthening Management Decision Making through Enhanced Information Quality

23 - 27 June 2019
24 - 28 November 2019
Dubai, United Arab Emirates

10-APR-19

ACS REGISTRARS Quality Assurance ISO 9001

ACS REGISTRARS ISO 29990

ilm Recognised Provider

Institute of Asset Management iAM CORPORATE MEMBER

iAM endorsed TRAINER

THE GLOBAL COMPACT United Nations Global Compact

Data Analytics for Managerial Decision Making

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WHY CHOOSE THIS TRAINING COURSE?

This interactive Data Analytics for Managerial Decision Making training course in Dubai will highlight the added value that data analytics can offer a professional as a decision support tool in management decision making. It will show the use of data analytics to support strategic initiatives; to inform on policy information; and to direct operational decision making. The training course will emphasize applications of data analytics in management practice; focus on the valid interpretation of data analytics findings; and create a clearer understanding of how to integrate quantitative reasoning into management decision making. Exposure to the discipline of data analytics will ultimately promote greater confidence in the use of evidence-based information to support management decision making.

This AZTech training course will feature:

- Discussions on applications of data analytics in management
- The importance of data in data analytics
- Applying data analytical methods through worked examples
- Focusing on management interpretation of statistical evidence
- How to integrate statistical thinking into the work domain

WHAT ARE THE GOALS?

By the end of this AZTech training course, participants will be able to:

- Appreciate data analytics in a decision support role
- Explain the scope and structure of data analytics
- Apply a cross-section of useful data analytics
- Interpret meaningfully and critically assess statistical evidence
- Identify relevant applications of data analytics in practice

WHO IS THIS TRAINING COURSE FOR?

This AZTech training course is suitable to a wide range of professionals but will greatly benefit:

- Professionals in management support roles
- Analysts who typically encounter data / analytical information regularly in their work environment
- Those who seek to derive greater decision making value from data analytics

HOW WILL THIS TRAINING COURSE BE PRESENTED?

This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. The daily workshops will be highly interactive and participative. This involves regular discussion of applications as well as hands-on exposure to data analytics techniques using Microsoft Excel. Delegates are strongly encouraged to bring and analyse data from their own work domain. This adds greater relevancy to the content. Emphasis is also placed on the valid interpretation of statistical evidence in a management context.

THE COURSE CONTENT

Day One: Setting the Statistical Scene in Management

- Introduction; The quantitative landscape in management
- Thinking statistically about applications in management (identifying KPIs)
- The integrative elements of data analytics
- Data: The raw material of data analytics (types, quality and data preparation)
- Exploratory data analysis using excel (pivot tables)
- Using summary tables and visual displays to profile sample data

Day Two: Evidence-based Observational Decision Making

- Numeric descriptors to profile numeric sample data
- Central and non-central location measures
- Quantifying dispersion in sample data
- Examine the distribution of numeric measures (skewness and bimodal)
- Exploring relationships between numeric descriptors
- Breakdown analysis of numeric measures

Day Three: Statistical Decision Making – Drawing Inferences from Sample Data

- The foundations of statistical inference
- Quantifying uncertainty in data – the normal probability distribution
- The importance of sampling in inferential analysis
- Sampling methods (random-based sampling techniques)
- Understanding the sampling distribution concept
- Confidence interval estimation

Day Four: Statistical Decision Making – Drawing Inferences from Hypotheses Testing

- The rationale of hypotheses testing
- The hypothesis testing process and types of errors
- Single population tests (tests for a single mean)
- Two independent population tests of means
- Matched pairs test scenarios
- Comparing means across multiple populations

Day Five: Predictive Decision Making - Statistical Modeling and Data Mining

- Exploiting statistical relationships to build prediction-based models
- Model building using regression analysis
- Model building process – the rationale and evaluation of regression models
- Data mining overview – its evolution
- Descriptive data mining – applications in management
- Predictive (goal-directed) data mining – management applications

COURSE SCHEDULE:

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THE CERTIFICATE

AZTech Certificate of Completion for delegates who attend and complete the training course

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DATE	VENUE	FEES(USD)
23 - 27 Jun 2019	Dubai - UAE	$4,950
24 - 28 Nov 2019	Dubai - UAE	$4,950

REGISTER NOW

This fee is inclusive of Documentation, Lunch and Refreshments may be subjected to 5% VAT

Complete & send by fax/mail to address given below.
Please use **BLOCK CAPITALS.**

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FAMILY NAME:

FIRST NAME:

POSITION: COMPANY:

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AUTHORISED BY:

POSITION: EMAIL:

TELEPHONE: FAX:

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MODE OF PAYMENT

- ☐ PLEASE INVOICE MY COMPANY
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- ☐ PLEASE FIND ENCLOSED A CHEQUE PAYABLE TO AZTECH
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Our training portfolio will provide you a number of seminars and courses to choose from depending on your organisational goals and personal development objectives.

HOTEL ACCOMMODATION

Hotel accommodation is not included in the Registration Fee. A reduced corporate rate and a limited number of rooms are available for attendees wishing to stay at the hotel venue. Please make your request for accommodation at least 3 weeks prior to the commencement of the course.

EVENT DISCLAIMER

We reserve the right to cancel or postpone a seminar or related event, change venue, substitution of the Instructor and alter the course content at our sole discretion. If this occurs, our responsibility is limited to a refund of any registration fee(s) already paid. We are not responsible for airline tickets, hotels costs, other tickets or payments, or any similar fee penalties or related or unrelated losses, costs and/or expenses registrant may incur or have incurred as a result of any trip cancellations or changes.

CANCELLATION & SUBSTITUTION

You must notify the Registrar of cancellations at least 2 weeks before a scheduled seminar in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There is a $250 handling charge for all cancellations or rescheduling. We reserve the right to cancel a seminar due to low enrollment. All registrants will be notified in advance and a full refund will be provided upon request.

CERTIFICATION

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4 WAYS TO REGISTER

Toll Free: **800-AZTECH**
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