

Data Analysis Fundamentals: A Hands-On Workshop

Introduction

- Recognize the value of using data to answer questions and address business issues
- Explain how data has become the strategic business asset it is today
- Describe the data as a strategic asset (dasa) model and how to apply it

Framing Questions

- Describe the value of using data to answer business questions and to address business issues
- Explain how to identify relevant business questions and issues

Finding Data

- Discover usable data: its source, type, value, quality, location, and relationships
- Profile the data to determine what is important or relevant
- Organize and manage data appropriately
- Acquire data from any source

Shaping the Data Table

- Identify and resolve problems associated with data collection
- Articulate the pros and cons of data manipulation
- Determine if data samples are adequate
- Create a table that is ready to be analyzed

Analyzing the Data

- Understand which data-analysis tools best answer common analytical business questions
- Articulate how the Microsoft® excel analysis ToolPak and other programs can be used for advanced data analysis
- Choose the appropriate tool and technique to analyze your data
- Apply analytical tools to answer business questions you are facing at work

Applying the Results

Create appropriate business rules to take advantage of your data-driven insights

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