Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here’s why that’s an excellent idea.

**AMA Seminars offer your employee:**

- **Extensive practice in a supportive environment.** You really can’t learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.

- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What’s more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.

- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.

- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we’re not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can’t spare your employee for a training session? Take a look at our live online courses which minimize time away from work.

Either way, remember that we don’t lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit www.amanet.org/2006
Manipulate complex data sets to gain deeper insights and make better decisions

This 2-day advanced analytics seminar will introduce you to predictive analytics techniques, so you can frame strategic and operational questions involving marketing, finance, and operations or other real-world business applications.

In this hands-on course, you will cover a variety of analytics tools, such as histograms, ANOVA analysis, A/B testing, Pareto analysis, clustering, box plots, scatter diagrams, partitioning, unstructured text analysis, and multivariate regression analysis. Best of all, no background in statistics or programming is required. As long as you have a basic understanding of spreadsheets, you will learn how to manipulate complex data sets so you can gain insights that are not possible with common business intelligence techniques.

How You Will Benefit

• Go above and beyond standard business intelligence analysis techniques
• Get answers to complex data analysis questions without becoming a statistician
• Learn which data analysis technique to use for various business problems
• Extract the most meaningful results from large and small data sets and multiple data types
• Become familiar with basic text analysis tools and gain insights from unstructured text data
• Use advanced analysis functions in Excel and open source tools
• Build on your basic understanding of spreadsheets to access powerful analytic techniques
• Improve your business efficiency and effectiveness

What You Will Cover

• Data analytics and business; working with data
• Wrangling, cleansing, and shaping data (data scraping)
• Using Google OpenRefine
• Selecting the right variables, KPIs, CSFs (data analysis)
• Becoming familiar with Excel’s Analysis Tool Pack
• Utilizing multivariate statistics, T-Test, factor analysis, linear regression, and other advanced techniques
• Reviewing additional tools—JMP, Tableau, SPSS, R

Who Should Attend

Business professionals looking for data analysis tools to solve complex problems such as customer churn, statistically valid web-page optimization, and social media/online customer feedback analysis.

Special Feature
Seminar pre-requisites
Basic understanding of Excel and spreadsheets, including Pivot tables and basic charting functions.

Equipment and software required of each participant:
MS Windows-based laptop with a working browser to connect to the Internet via the AMA WiFi network, as well as with a minimum of Excel 2010 for PC installed.

Schedule
- [2] days - $2,445 Non Members
- [2] days - $2,195 AMA Members
- [2] days - $2,079 GSA

Credits
12 PDCs/1.2 CEU

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