

# € TRAINING

Data Skills Mastery Program



2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Data Skills Mastery Program

REF: G1558 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 4290 Euro

## Introduction:

In the contemporary landscape of data-driven decision-making, proficiency in the skills of data collection, analysis, and reporting holds paramount importance. These skills serve as the bedrock for informed decision-making, strategic planning, and organizational success across various sectors. The ability to collect, analyze, and report data not only facilitates understanding but also empowers stakeholders to derive actionable insights, optimize processes, and drive innovation. This training program sets the stage for a comprehensive exploration of the essential competencies necessary for navigating the complexities of modern data-driven environments.

## Program Objectives:

By the end of this program, participants will be able to:

- Master the techniques and methodologies of data collection from diverse sources.
- Develop expertise in analyzing data using statistical and analytical tools.
- Acquire skills in interpreting data insights and drawing meaningful conclusions.
- Learn best practices for structuring and presenting data in clear and compelling reports.
- Gain proficiency in utilizing data visualization techniques to enhance communication and understanding.
- Apply acquired knowledge and skills to real-world scenarios to solve complex problems and inform decision-making processes.

## Targeted Audience:

- Employees across various departments and levels within organizations.
- Managers and team leaders responsible for data-driven decision-making.
- Business analysts and data specialists aiming to enhance their skills.
- Administrative staff involved in data collection and reporting processes.
- Executives and decision-makers seeking to foster a data-driven culture within their organizations.

## Program Outlines:

Unit 1.

Introduction to Data Collection and Management:

- Understanding the importance of systematic data collection.
- Exploring different methods and tools for data collection.
- Establishing protocols for organizing and managing data effectively.
- Addressing challenges and considerations in data management.
- Implementing data quality control measures.

## Unit 2.

### Data Analysis Techniques:

- Overview of statistical analysis methods.
- Learning to use analytical software and tools.
- Exploring descriptive and inferential statistical techniques.
- Understanding data visualization for analysis.
- Applying data analysis techniques to real-world datasets.

## Unit 3.

### Reporting and Presentation Skills:

- Developing clear and concise reporting structures.
- Enhancing data presentation skills for various audiences.
- Incorporating visual elements to communicate data insights effectively.
- Practicing storytelling techniques to convey data findings.
- Addressing common challenges in data reporting and presentation.

## Unit 4.

### Advanced Data Analysis:

- Exploring advanced statistical techniques for deeper insights.
- Understanding predictive modeling and forecasting methods.
- Learning machine learning algorithms for data analysis.
- Applying advanced data visualization techniques.

- Conducting exploratory data analysis EDA for complex datasets.

## Unit 5.

### Practical Applications and Case Studies:

- Applying learned skills to real-world scenarios and projects.
- Analyzing case studies to understand data analysis in context.
- Collaborating with peers to solve data-related challenges.
- Presenting findings and recommendations based on data analysis.
- Receiving feedback and refining skills through practical experience.