



DIGILEAF INC.

Leading Excellence Among Fellows

Course Outline

Enterprise Architecture Learning Track

Data Analytics Essentials

This course covers the essentials of data analytics for business professionals seeking ways on how to make use of Analytics in decision-making and for those who would like to be more effective in driving quantitative-based decisions based on data produced. This course also discusses how to build an analytics-focused organization, competencies and skills for Analytics professionals. This course focuses on the underlying foundations in Analytics such as business analysis, data science, and how business analytics guides effective decision-making and strategy formation in an organization.

Training Objectives

In groups, participants will be able to present a Data Analytics Framework.

Individually, the participants will be able to:

1. Describe the data mining process.
2. Identify appropriate data analytics technologies.
3. Use data science tools and techniques.

Topics

- I. Introduction
- II. Data Science, Engineering, and Data-Driven Decision Making
- III. Data and Data Science Capability as a Strategic Asset
- IV. Data Mining and Data Science Defined
- V. From Business Problems to Data Mining Tasks
- VI. Data Mining and Its Results
- VII. The CRISP Data Mining Process
 - a) Business Understanding
 - b) Data Understanding
 - c) Data Preparation
 - d) Modeling
 - e) Evaluation
 - f) Deployment
- VIII. Analytics Techniques and Technologies
 - a) Statistics
 - b) Database Querying
 - c) Data Warehousing
 - d) Regression Analysis
 - e) Machine Learning and Data Mining (Knowledge Learning and Data Mining)
- IX. Introduction to Predictive Modeling: From Correlation to Supervised Segmentation
 - a) Models, Induction, and Prediction

Duration 4 day(s)