informatech

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | COURSE

Certified Data Analytics Professional (CDAP)

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Course content

Why Attend

Organizations that leverage data analytics are 23 times more likely to acquire customers and six times more likely to retain them, according to a Forbes report. Additionally, McKinsey estimates that data-driven organizations are 23 times more likely to outperform their non-data-driven counterparts in terms of customer acquisition.

Data analytics, rooted in statistical principles dating back to Ancient Egypt, has witnessed an exponential surge in recent times due to globalization and technological advancements. With an estimated 2.5 quintillion bytes of data generated daily globally, organizations increasingly harness data to drive strategic decision-making. This surge has led to the emergence of specialized roles like data analysts, data scientists, and data engineers.

This is an interactive course, preparing participants both for the EXIN examination and real life applications with hands-on exercises. Course training techniques include visualization, group discussions, exercises, and presentations.

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

• Refine unstructured data from sources, such as Excel, Python, or PowerBI, into structured insights that will solve business challenges

• Understand concepts relating to generating a research question, such as collecting, cleaning, and organizing data

• Comprehend statistical methods, data mining techniques, and algorithms to support the interpretation of data

• Generate insights for the organization by illustrating findings in plots and graphs to present a business case with solidly backed insights

• Describe and illustrate Data Visualizing design techniques and utilize visualization tools

This course is designed for anyone at the start of a data analytics role, such as data/information analysts, business intelligence analysts, data administrators, business information managers, data/analytics managers and data scientists.

Course content

Why Attend

This course is also suitable for those who are interested in the business benefits of data analysis and the techniques involved in it. These roles could include, but are not limited to, digital marketing/media specialists, market research analysts, business analysts, finance professionals and HR professionals.

- Data Insights
- Business Intelligence
- Cleaning Data
- Data Analysis
- Data Visualization

Course outline

Turning data into insights

- Introduction to the process of data analytics
- Concepts related to data analytics
- Steps in the process of data analytics
- Risks in data analytics
- Business Intelligence and business decisions

Data collecting, organizing, and managing

- Data collection channels
- Sourcing public data
- Contemporary data laws and compliance
- Raw data, structured data, unstructured data and big data
- Database types

Course content

Course outline

- Distributed file systems
- Cloud solutions and their advantages
- Dependent and independent variables
- Continuous and discrete variables

Data cleaning

- Data problems

Data scrubbing methods:

- Variable selection
- Merging variables
- One-hot encoding
- Binning
- Data scrubbing techniques
- Data retention

Data analyzing

- Data analytics and statistics
- Descriptive statistics and inferential statistics
- Data mining
- Machine learning
- Natural Language Processing (NLP)
- Methods and techniques of Natural Language Processing (NLP)
- Data and algorithms

Course content

Course outline

- Regression analysis
- Classification models
- Clustering analysis
- Association analysis and Sequence mining

Data visualizing

- Explanatory and exploratory graphics
- Types of charts
- Types of plots
- Usage of heatmaps
- Aesthetic design
- Visualization tools

Seminar dates

Available seminar dates

Live dates and pricing for Certified Data Analytics Professional (CDAP) generated from the course details page.

Date	Location	Format	Fee
22 - 26 June 2026	Barcelona - Spain	Classroom	**€3,850.-**
13 - 17 July 2026	London - U.K	Classroom	**€4,200.-**
17 - 21 August 2026	Munich - Germany	Classroom	**€3,450.-**
21 - 25 September 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
19 - 23 October 2026	Rome - Italy	Classroom	**€4,250.-**
2 - 6 November 2026	Munich - Germany	Classroom	**€3,450.-**
21 - 25 December 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**

Live online option	Online delivery is available at €1,850.-.