informatech

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-007

Data Analysis Fundamentals

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Course content

Why Attend

Data analysis is a core skill in today's digital and business environments, enabling organizations to make informed, evidence-based decisions. This course introduces participants to the essential concepts, methods, and tools of data analysis. It is designed to build a strong foundation for anyone working with data, reporting, or decision support. Participants will learn how to transform raw data into meaningful insights, identify trends, and support business or operational decisions using structured analytical thinking.

Course Methodology

The course combines clear theoretical explanations with practical, hands-on exercises using real datasets. Participants will practice data cleaning, basic statistical analysis, and visualization techniques. Step-by-step guided activities will help learners understand how data is processed and interpreted. Case studies and simple analytical projects will reinforce learning and demonstrate real-world applications.

Course Objectives

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

- Understand the basic concepts of data analysis and its importance
- Identify different types of data and data structures
- Perform basic data cleaning and preparation
- Apply simple statistical techniques for analysis
- Create basic charts and visual representations
- Interpret data to support decision-making
- Understand the data analysis workflow from start to finish
- Build confidence in working with datasets

Target Audience

- Beginners in Data Analysis and Business Intelligence

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Target Audience

- Students and graduates entering data-related fields
- Business and Administrative Staff
- Engineers and Technical Professionals
- Managers who need basic data interpretation skills
- Anyone starting a career in analytics

Target Competencies

- Basic data handling and interpretation
- Descriptive statistics fundamentals
- Data cleaning and structuring
- Introductory data visualization
- Analytical thinking and problem-solving
- Reporting and insight generation
- Data literacy and decision support

Course outline

Day 1: Introduction to Data Analysis

- What is data analysis and why it matters
- Types of data: qualitative vs quantitative
- Data analysis workflow overview
- Sources of data in organizations
- Introduction to analytical thinking

Day 2: Data Collection and Preparation

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- Data collection methods and tools
- Understanding data quality issues
- Data cleaning basics
- Handling missing and incorrect data
- Structuring datasets for analysis

Day 3: Basic Statistical Concepts

- Measures of central tendency (mean, median, mode)
- Measures of dispersion (range, variance, standard deviation)
- Introduction to probability concepts
- Understanding data distributions
- Simple interpretation of statistical results

Day 4: Introduction to Data Visualization

- Importance of data visualization
- Basic chart types (bar, line, pie, etc.)
- Selecting the right visualization
- Common visualization mistakes
- Creating simple visual reports

Day 5: Practical Data Analysis Project

- Step-by-step mini data analysis project
- From raw data to insights
- Basic reporting and interpretation
- Presenting findings clearly

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Course outline

- Review and best practices

Seminar dates

Available seminar dates

Live dates and pricing for Data Analysis Fundamentals generated from the course details page.

Date	Location	Format	Fee
13 - 17 July 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
10 - 14 August 2026	London - U.K	Classroom	**€4,200.-**
14 - 18 September 2026	Munich - Germany	Classroom	**€3,450.-**
5 - 9 October 2026	London - U.K	Classroom	**€4,200.-**
16 - 20 November 2026	Barcelona - Spain	Classroom	**€3,850.-**
7 - 11 December 2026	Munich - Germany	Classroom	**€3,450.-**

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