informatech

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | COURSE

# IIBA Endorsed Certified Data Analyst

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# Course content

## Why Attend

Catalyze impactful change in your organization with Meirc's in-depth course on data analytics. Designed with a focus on practical application, this IIBA®-endorsed course aims to equip participants with a comprehensive understanding of the transformative role of data analytics in modern decision-making processes. Participants will learn to formulate data-driven questions that align with their organization's objectives, identify suitable data sources, and analyze large datasets using advanced Excel techniques. In addition, participants in this course will acquire the skills needed to create compelling data visualizations that can be used to present data-driven insights.

This course uses Excel for analyzing complex datasets. Participants will collaborate on analyzing a real-world business case and will be expected to present their data-driven insights in a simulated board meeting.

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

• Evaluate the role of data analytics in improving organizational decision making

• Formulate data-driven analytical questions tied to business objectives

• Identify suitable data sources and ensure the accuracy of collected information

• Analyze large datasets using advanced Excel techniques

• Create effective data visualizations and present data-driven insights to stakeholders

Analysts and professionals who are looking to build their data analysis skills as well as those who are interested in improving their decision making capabilities based on data-driven insights

• Analytical thinking

• Sourcing data

• Validating data

• Structuring data

• Analyzing data

• Data visualization

# Course content

## Course outline

### Data Analytics and Organizational Decision Making

- The objective of data analytics
- The role of the data analyst
- Data analytics as a set of activities
- Data analytics as a decision-making paradigm
- Data analytics as a set of practices and technologies

### Framing the Data Analytics Approach

- Identifying the real issue
- Establishing key metrics
- Understanding the problem
- Using logic trees
- Using the prioritization matrix

### Sourcing Data

- Data sources
- Gathering quantitative data
- Using qualitative data
- Benchmarking
- Conducting informational interviews
- Validating data

### Analyzing Data

- Preprocessing data

# Course content

## Course outline

- Exploratory data analysis
- Statistical data analysis
- Prescriptive analysis
- Predictive analysis
- Introduction to machine learning

### Communicating Data-Driven Results

- Principles of data visualization
- Creating compelling data visualizations
- Understanding stakeholder needs
- Presenting data-driven insights
- Telling the story behind the data

# Seminar dates

## Available seminar dates

Live dates and pricing for IIBA Endorsed Certified Data Analyst generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 12 - 16 October 2026 | Munich - Germany | Classroom | **€2,760.-** |
| 9 - 13 November 2026 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 14 - 18 December 2026 | London - U.K | Classroom | **€3,360.-** |
| 18 - 22 January 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 15 - 19 February 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 15 - 19 March 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 19 - 23 April 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 17 - 21 May 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 21 - 25 June 2027 | Dubai - UAE | Classroom | **€2,040.-** |
| 19 - 23 July 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 16 - 20 August 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 20 - 24 September 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 18 - 22 October 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 15 - 19 November 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 20 - 24 December 2027 | Munich - Germany | Classroom | **€3,400.-** |

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