

An Intensive 2-Day Training Course

# Advanced Market Research & Data Analytics

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11th and 12th November 2021  
Hennessy Park Hotel  
Ebene



# Advanced Market Research & Data Analytics

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## INTRODUCTION

Nowadays Data and its representation shape our lives. You can feel optimistic when you see your progress or feel uneasy when you see how market share is going to drop. Data is vital, but the way we represent and perceive it is more important. In this intensive training course, the trainer will navigate through interesting topics and activities to gain essential understanding of the data concepts and build skills in the techniques to analyze and mine the data.

Take your Analytics Skills to the next level working in an environment (software) you are already familiar with: Excel. Discover PowerPivot and Power Query and transform your data to build fully interactive dashboards and reports. Gain an introductory knowledge of Open-Source software such as R and Python to complement Excel in data wrangling and data visualisation.

## WHO SHOULD ATTEND?

This class room Data Analytics training seminar is designed for:

- All professionals & leaders who need to have an in-depth knowledge of data interpretation.
- Key data officers who are interested in maintaining organization data and enhance the business through big data analysis.
- Anyone who is interested in developing themselves to be a better leader.
- Anyone who work with data and create reports for end-users.
- Anyone who want to bring their Excel skills to the next level in data analytics.
- Anyone who want to advance their career with a knowledge of how to use the latest tools in the data analytics landscape.
- Anyone who need to find insights in their data for business "decision-making".
- Anyone who want to embrace a career in Business Intelligence and Data Science.

## TRAINING METHODOLOGY

This practical and results-oriented market research training course is based on adult learning concept. It incorporates short inspiring lectures with structured lessons; workshops, captivating PowerPoint slides with videos to enhance learning; ongoing discussions with action planning; ample time for Q&A; training activities to reinforce key concepts within a fun learning environment.

Each delegate will be supplied with a set of documents and spreadsheet files to practice performing a number of tasks related to the data analysis topics to make sure the concepts and skills have been developed.

## PROGRAMME OBJECTIVES

The course will also cover the four axes of Data Analytics:

- Descriptive Analytics (to answer questions on WHAT HAPPENED based on historical data)
- Diagnostic Analytics (to answer questions on WHY things happened)
- Predictive Analytics (to answer questions on WHAT WILL HAPPEN based on historical data)
- Prescriptive Analytics (to answer question about WHAT SHOULD be done)

# PROGRAM OUTLINE

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## DAY 01

- The Data Analytics Landscape
- Excel Power Pivot and Excel Power Query
- Creating “What-If” scenarios
- Statistical analysis with Excel
- Data Visualisations with Excel Dashboards and Reports
- Analyzing large amounts of data and reporting in a meaningful way

## DAY 02

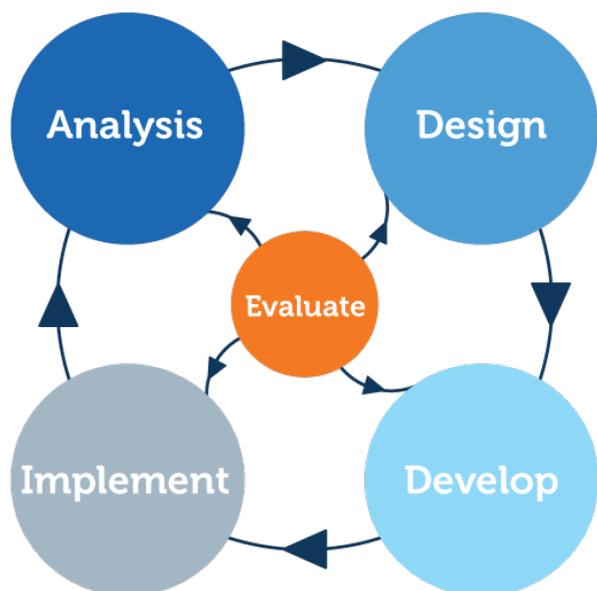
- Get better visibility into data from different perspectives
- Slicing data into various views on the fly
- Introduction to the DAX language
- Introduction to R
- Data Visualisation with “ggplot2”
- Introduction to Data Science
- Introduction to Power BI

## IN-HOUSE TRAINING

Valdus is capable of conducting this training programme exclusively for your delegates. Please e-mail us on [training@valdus.net](mailto:training@valdus.net) for further information and/or to receive a comprehensive proposal.

# Market Research & Data Analytics

## APPROACH



We use the ADDIE model to continuously improve our course contents and delivery. We revise and modify existing courses and implement new instructions. The process is systematic and systemic; steps are taken in the design phase of the course that are dependent upon each other to ensure that all participants are satisfied with the delivery and match their expectations.

- We use comprehensive course notes and materials.
- Interactive Style lecturing: combining lecture, discussion and practical exercises.
- This course is weighted as follows:
  - 40% Theory
  - 60% Practical

## ABOUT THE TRAINER

Your trainer is a qualified Statistics & Data professional with over 30 years of experience in the field of Statistics and Data Management. Passionate about data science and technology, he has extensive practical working experience in the field of Business Intelligence, Data Governance and Data Visualization.

He has more than 20 years of experience working as a Statistics professional at Statistics Mauritius. He is currently heading the Statistics and BI department of a major player in the hospitality sector and is also the Head of Project for the Digital Transformation Strategy of the group. His career at Statistics Mauritius has given him with the opportunity to follow professional training courses abroad (provided by the United Nations and the International Labour Organization).

He has expert knowledge in using Microsoft Excel, SQL Server database, Power BI and R as data analytics and business intelligence tools.

## COURSE REGISTRATION

There are 3 ways you can register for the course:

1. Call on +230 261 0909 | 2901 | 3092
2. Email us at [training@valdus.net](mailto:training@valdus.net)
3. Register online at <https://www.valdus.net/register.php>

## YOUR INVESTMENT

- The course fee is Rs. 15,000 per participant
- If there are 3 or more participants from your company, a discount of 10% will be applicable
- Course is approved by the HRDC and you will be eligible for refund up to 75%

### Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates after the course. In addition, a special note pad to facilitate note taking will be provided.

### Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

### Schedule

Our Course timings commences at 9:00 a.m and concludes at 4:00 p.m , including lunch and 2 tea breaks

### Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact our office.

### Cancellation Policy

Request for seminar cancellation must be made in writing & received at Valdus three weeks prior to the seminar date. A Rs. 2,500 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

### Disclaimer

Valdus reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

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