

Data-driven Business Using Statistical Analysis

Duration: 2 days

Cost: €900

Overview: The most effective businesses make their decisions based on data and evidence, rather than unfounded gut feelings. This course covers the statistical methods that analysts need to move from simple reporting on business problems to extracting insight to solve business problems. Delegates will learn how to use modern data analytics tools to generate descriptive statistics, perform statistical testing and build statistical models.

Most importantly, though, delegates will learn how to effectively interpret the results of statistical analyses to make better business decisions.

At Course Completion: After attending this course, delegates will understand how statistics can be used to provide valuable insight into their business, and be able to apply statistical methods to solve business problems. On returning to work delegates will immediately be able to make a difference to the way that their organisations make decisions.

Who Should Attend: This course is suited to marketeers, business analysts, and researchers who are interested in increasing their statistical knowledge.

Prerequisites: To attend this course delegates should be competent in the use of spreadsheet software (for example Microsoft Excel). The course assumes no prior statistical knowledge.

Course Outline: The course will explore the following topics through a series of lectures and workshops.

Summary statistics for both continuous data and categorical data

- Using and reporting confidence intervals
- Using hypothesis tests to answer business questions
- Using correlations to explore data relationships
- Simple prediction models
- Analysing categorical data

[Please contact us for the next course dates](#)