Data Analytics for Business Results

The **Data Analytics for a Business Results** is a **20-hour live, virtual, practical and 6-week** training delivered by Dr. Prashanth H Southekal (profile below), Managing Principal of DBP-Institute. This training will equip participants with key data analytics concepts and skills across **4 main data analytics domains** - **Data Management, Data Engineering, Data Science, and Data Visualization**. Dr. Southekal has trained over **2500 professionals world over** for organizations such as SAS-Institute (Canada), Suncor Energy (Canada), DataVersity (US), University of Calgary (UoC, Canada), IE Business School (Spain), Supply Chain Canada, SP-Jain School of Management (India), NTPC (India), Riversand Technologies (US), GAIL (India) and Plains Midstream (Canada).

Value and Learning Objectives

Here are 3 reasons why one should attend this analytics masterclass.

1. **Demand.** World Economic Forum (WEF) says data analytics will be the #1 SKILL required by 2022. Consulting firm Mckinsey says, there is a big SHORTAGE of data analytics professionals.
2. **Relevant.** In 6 weekends, you'll learn PRACTICAL & COMPREHENSIVE data analytics skills!
3. **Track record.** I have trained over 2500 PROFESSIONALS the world over from Australia to India to Spain to US to Canada with **99.99%** customer satisfaction score.

This training is designed for Students, Managers, Analysts, Scientists, and Leaders and builds one's technical and managerial competencies. It has a strong focus on the **application** of data and insights for **business performance**. This training has 3 **key learning objectives**.

1. Understanding Data Analytics, Business Data and Business Systems
2. Learning key strategies to acquire quality data for Data Analytics in business
3. Applying Data Analytics techniques, deriving insights, interpreting the results, and communicating the insights derived to the business stakeholders.

NOTE 1: The 3 basic requirements to enroll for this course are: decent knowledge of Business, basic knowledge MS Excel, and high school level Mathematics. For every 1 hour of instruction, about 2 hours of reviewing and revising the content taught is required outside the class.

Training Methodology

This training is uses field-tested business analytics tools and techniques. The training material is constantly updated to match the latest trends and industry best practices as Dr. Southekal trains over 50 professionals every month. This training uses a variety of approaches including live lessons, classroom discussions, videos, group activities, pre-class readings, case studies, individual exercises, and guest speaker(s).

Participants with at least **75% attendance** will be awarded a **Certificate of Achievement** as evidence of the course mastery. Post training, Dr. Southekal is always available for any short discussion with the students via email, LinkedIn, phone, or video conferencing tools.

Instructor Profile

Dr. Prashanth H Southekal is the Managing Principal of DBP-Institute, a Data Analytics Consulting and Education company. He brings over 20 years of Information Management experience from over 75 companies such as SAP, Shell, Apple, P&G, SAS and GE. In addition, he has trained over 2500

professionals world over in Analytics, Data Products, and Enterprise Performance Management (EPM). He sits on the Advisory board of SAS (Western Canada), Evalueserve (Switzerland) and Grihasoft (India). He is the author of 2 books - *Data for Business Performance* and *Analytics Best Practices* and contributes regularly to Forbes.com. He is an adjunct faculty of Data Analytics at the University of Calgary (Canada) and IE Business School (Spain). Dr. Southekal holds a PhD from ESC Lille (FR) and an MBA from Kellogg School of Management (US).

References

"Thanks so much for the terrific presentation Prashanth! The staff and I really enjoyed your insights and your passion.",
Jodi Anhorn, President and CEO at GLJ Petroleum Consultants, Canada

"Absolutely phenomenal session, really excited to put my new learnings to use."
Chris Lambert, Vice President, Technology, Cortex Business Solutions, Canada

"Dr. Southekal is the Salman Khan (of Khan Academy) when it comes to teaching Data Analytics training - genuine, authentic, and knowledgeable. This was one of the best-designed courses I have attended. There are so many analytics videos and articles out there, but none was giving me the complete picture."
Faysal Khan, Oil/Gas Process Engineer, Calgary, Canada

"This was an excellent class! Prashanth, thank you for the deep dive and providing us with a true start to finish picture of data analytics, you covered a ton of material and really gave us a holistic view."

Jason Boroos, Supervisor ONRR, Denver, USA

"Dr. Southekal's teaching style and approach is practical, and very easy to comprehend."

Ajit Joseph, Implementation Manager, Allianz, Toronto, Canada

"The coverage of topics was fabulous. His style is lucid, meaningful, and very purposeful. He connects the framework with real life examples and that makes eminent sense for all practitioners."

Dr Hemant Manuj, Professor of Finance, S.P. Jain Institute of Management, India

"Professor Southekal's course helps one equip with essential data analytics concepts that is needed in any manager's toolkit".

Eshwar Agarwal, Student, Indian Institute of Management-Ahmedabad (IIM-A), India

"The Analytics training program at NTPC was superb. Thank you again for the insights."

Balakrishna Setty, GM, NTPC, India

Course Contents

Session 1: Introduction
• Introduction to Business Analytics • Types of Analytics and Data Science Techniques Taxonomy • Data Analytics Lifecycle • Business Analytics and Competitive Advantage
Session 2: Business Data and IT Systems
• Business Data, Characteristics and Types • IT Systems and types • Data Lifecyle, Data Quality and Data Catalog
Session 3: Descriptive Analytics – Part 1(Exploratory Descriptive Analytics)
• Introduction to Statistics • Exploratory Data Analytics (EDA) • Measures of Central Tendency and Variation • Exploratory Data Analytics • Data Profiling • Exercise on Data Quality (EDA)
Session 4: Descriptive Analytics – Part 2 (Associative Descriptive Analytics)
• Introduction to Associative Data Analytics • Correlation – Pearson and Spearman

• Apriori Techniques
• Strategic Data Acquisition for Analytics
Session 5: Descriptive Analytics – Part 3 (Inferential Descriptive Analytics)
• Fundamentals of Inferential Data Analytics
• Hypothesis Testing
• Inferential Data Analytics (T-Test, A/B Testing, & ANOVA)
Session 6: Predictive Analytics
• Fundamentals of Predictive Analytics
• Regression Models – Simple Linear Regression and Multiple Linear Regression
• Predictive Data Analytics in Excel
• Evaluating Analytics/ML Models
• Exercise on Multiple Linear Regression (MLR)
Session 7: Essentials of Machine Learning
• Fundamentals of ML (Machine Learning)
• Key characteristics of ML Models
• Supervised & Unsupervised ML Algorithms
• Statistical Paradoxes
Session 8: Prescriptive Analytics
• Introduction to Prescriptive Analytics
• Prescriptive Analytics for Business Optimization
• Applying Prescriptive Analytics Techniques for Optimal Results
• Prescriptive Data Analytics in Solver
Session 9: Data Products and Other Analytics Topic
• Data Products and Data Monetization
• Times-series data
• Text Analytics in Enterprises
• Good Analytics v/s Bad Analytics
• Data Analytics Case Studies – Oil/Gas, Utilities, Retail/CPG and Financial Services
Session 10: Data Visualization & Wrap-up
• Dashboards & Reports
• Overview of Data Visualization
• Data Visualization principles of Edward Tufte
• 6 building blocks of Data Storytelling including Gestalt Principles
• Managing your careers in Data Analytics
• Summary and Wrap-up

- The 10 Sessions will be based on MS Excel and Excel Add-Ins
- This training helps candidates to prepare for the **Certified Analytics Professional (CAP)** certification from **INFORMS.**

Schedule & Logistics

- The training will have **10 sessions** and will be delivered over **virtually over Zoom.**
- The training is limited to will be **15 participants**
- The training will be covered in **5 weeks**; 2 sessions of 2 hours every week
- This is an intense and fast course. There will **1 break of ~15 minutes** on all 6 days.

Pricing

#	Feature	Standard
1	Live Data Analytics course on 10 sessions	Yes
2	Recordings of the course in Zoom (for 3 months)	Yes
3	Certificate of Achievement (for 75% attendance)	Yes
4	Slides in PDF format (Sessions 1 to 10)	Yes
5	25% discount code on Dr. Southekal's book – *Analytics Best Practices*	Yes
	Price (GST included)	**$ 1500 USD**

For corporates the course price is **22,500 USD** for **15 participants.**

Frequently Asked Questions (FAQ)

1. Will I become a Data Scientist after taking this Analytics Masterclass?

Dr. Southekal believes that every company today is a data company and hence **every person today is a data professional**. You could be a realtor, accountant, banker, or engineer and still work on data and derive insights. You don't need a Data Scientist title to work on Data and Analytics. Dr. Southekal believes in the concept of #CitizenDataScientist and #SelfServeAnalytics.

2. Is this course focused on a domain or industry?

This is a generic Analytics course and the learnings can be applied to any domain and industry. Given that Dr. Southekal has worked and consulted for over 75 companies and trained over 2500 professionals, there will be examples in almost all domains and industries.

3. How long will be the Zoom recording be available?

3 months after the end of the course.