Effective Business Decisions Using Data Analysis
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Course Introduction:
This interactive, applications-driven 5-day course will highlight the added value that data analytics can offer a professional as a decision support tool in management decision making. It will show the use of data analytics to support strategic initiatives; to inform on policy information; and to direct operational decision making. The course will emphasize applications of data analytics.

Course Objectives:
Appreciate data analytics in a decision support role. Explain the scope and structure of data analytics. Apply a cross-section of useful data analytics. Interpret meaningfully and critically assess statistical evidence. Identify relevant applications of data analytics in practice.

Who Should Attend?
- Managers
- IT Professionals
- IT Support Staff
- Any member of an IT team involved in the delivery of IT Services.

Assessment Method & Documentation
Attendance will be taken via the Averest attendance sheet at the beginning of every training day. Assessment is kept informal throughout the learning process until the final day, thus providing valuable opportunities for learning. Some assessments are done in groups providing the opportunity for collaboration and team problem solving, self-assessment is used to guide learner’s knowledge of their learning.

The course itself, instructor presentation and overall experience are also assessed by the participants through the attached feedback form, the results will be shared with your company.
Course Outline

Section One:
• Introduction; The quantitative landscape in management
• Thinking statistically about applications in management (identifying KPIs)
• The integrative elements of data analytics
• Data: The raw material of data analytics (types, quality and data preparation)
• Exploratory data analysis using excel (pivot tables)
• Using summary tables and visual displays to profile sample data

Section Two:
• Numeric descriptors to profile numeric sample data
• Central and non-central location measures
• Quantifying dispersion in sample data
• Examine the distribution of numeric measures (skewness and bimodal)
• Exploring relationships between numeric descriptors
• Breakdown analysis of numeric measures

Section Three:
• The foundations of statistical inference
• Quantifying uncertainty in data â€“ the normal probability distribution
• The importance of sampling in inferential analysis
• Sampling methods (random-based sampling techniques)
• Understanding the sampling distribution concept
• Confidence interval estimation

Section Four:
• The rationale of hypotheses testing
• The hypothesis testing process and types of errors
• Single population tests (tests for a single mean)
• Two independent population tests of means
• Matched pairs test scenarios

Section Five:
• Exploiting statistical relationships to build prediction-based models
• Model building using regression analysis
• Model building process â€“ the rationale and evaluation of regression models
• Data mining overview â€“ its evolution
• Descriptive data mining â€“ applications in management
• Predictive (goal-directed) data mining â€“ management applications
Our Methodology
Averest’s Training Methodology

The effort is focused on participants to complete the course gaining maximum learning benefits and outcomes. We consider the mindset from the beginning to end, incorporating the growth mind-set theory so attendees are walking away feeling inspired, empowered and have an increasingly positive attitude towards their role with the newly acquired knowledge.

We consider company culture, attendee knowledge and attitudes.

We emphasise on keeping participants engaged by enriching the training with quality audio-visuals, opportunities for practical learning, reflective practices, chances to work in teams with their peers and the opportunity for valuable discussions with peers, Averest representatives and instructor. We ensure there are relevant activities, case studies and examples to frame the learning.

We finally provide an opportunity for assessment and consistent feedback and reflection throughout the learning process, therefore keeping learners aware of their place on their learning journey.
Course Fees
Terms and Conditions

<table>
<thead>
<tr>
<th>Code</th>
<th>Date</th>
<th>Venue</th>
<th>Course Fee</th>
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<tr>
<td>ITC 002</td>
<td>08/06/2020</td>
<td>To Be Confirmed, Istanbul, Turkey</td>
<td>$4950.00 USD</td>
</tr>
<tr>
<td>ITC 002</td>
<td>13/07/2020</td>
<td>To Be Confirmed, Istanbul, Turkey</td>
<td>$4950.00 USD</td>
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**Total Cost Per Session** $4950.00 USD

**Included in This Package:**

At Averest training we provide a wide range of training programs in collaboration with ministries, universities, municipalities, organizations and a number of parties. We believe that high-quality training is essential to the enhancement of skills and abilities to achieve the ultimate vision and mission of a business.

**Our proposal consists of following:**
- Pre-course consultation
- Training course material
- High experienced instructor/s fee
- Certificate of completion
- Post-course follow-up
- All related Averest’s quality control tools
- Required stationary
- Airport transportation
- 5 or 4 stars training venue

**Method of Terms**
Payment expected to be done as follows:
- 100% in advance payment to confirm course(s)

**Course Withdrawal, Cancellation and Rescheduling:**
- Twenty or more business days in advance: a full refund minus $100.00 administration charge.
- Ten to nineteen business days in advance: transfer to another course or receive a non-refundable credit, valid for one year, for another Averest course. Credits are transferable within your organization.

- Less than ten business days in advance: No refund available but you may send others of equal number to the registered to take the registering place without any additional cost or you may request for your course notes to be mailed to you.

Those who fail to show up for the course they registered for, or those who withdraw without providing sufficient notice as described above, will be subject to the full fee of the course and will be invoiced for the full cost of the respective course or program.

In the event that Averest chooses to cancel a course, a full refund of the course fees will be issued to the registrant.
Registration Form

YES, PLEASE SIGN ME UP FOR THE FOLLOWING

Short Code: ........................................................................................................
Course Name: ....................................................................................................
Commence Date: ................................................................................................

Salutation: ...........................................................................................................
Full Name: .........................................................................................................
Venue: ..................................................................................................................
Job Title: .............................................................................................................
Institution/Company Name: ................................................................................
Company Address: ..............................................................................................
Postal Code: ........................................................................................................
Country: ..............................................................................................................
Company Website: ..............................................................................................
Nature of Business: .............................................................................................
Email: ..................................................................................................................
Office Telephone: ...............................................................................................-
Mobile: ................................................................................................................

Yes, I would like to receive notification of upcoming courses by email

PAYMENT DETAILS (Bank Account (USD) Details):
Company Name: AVEREST GROUP EGİTIM TURİZM ORGANİZASYON SANAYİ VE TİC.LTD.ŞTİ
Bank Name: AKBANK
Bank SWIFT Code: AKBKTRIS888
Branch Name: FATİH/Istanbul
USD – Account No: 0081267
USD – IBAN: TR28 0004 6001 5200 1000 0812 67
Bank Branch Address: Macar Kardeşler Cad. No62 Fatih - İstanbul-TURKEY
Branch Telephone: 0212 534 80 50
Branch Fax: 0121 531 19 09
UPCOMING COURSES

GROUP DISCOUNT:
2nd Registration: Save %10
3rd Registration: Save %15
4th Registration: Save %20
Additional Registrations: Save %25

2 WAYS TO REGISTER:
1. Online: www.averesttraining.com
2. Email: info@averesttraining.com

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