€TRAINING

Associate Certified Analytics Professional
aCAP

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Introduction:

This program is designed to prepare participants for the certification exam only.

This training program is designed to enhance participants' knowledge and skills in analytics. Through it, they will gain a deep understanding of analytical methods, tools, and best practices essential for effective data-driven decision-making.

Program Objectives:

By the end of this program, participants will be able to:

- Grasp the core concepts and principles of data analytics.

- Utilize various techniques to analyze data and generate insights.

- Create and validate data models to support decision-making.

- Effectively communicate findings and recommendations to stakeholders.

- Gain the knowledge and skills necessary to pass the aCAP certification exam.

Targeted Audience:

- Aspiring data analysts seeking certification.

- Professionals transitioning into analytics roles.

- Managers looking to enhance their data-driven decision-making skills.

- IT professionals interested in analytics.

Program Outlines:

Unit 1:

Data Analytics Fundamentals:

- Overview of data analytics and its importance in business.

- Understanding different data types and sources.

- Techniques for collecting and sourcing data.

- Ensuring data quality and governance.

- Overview of commonly used analytical tools and software.

Unit 2:

Statistical and Quantitative Analysis:

- Understanding measures of central tendency, variability, and distribution.

- Conducting hypothesis testing and confidence interval estimation.

- Applying linear and logistic regression techniques.

- Analyzing time series data for trends and seasonality.

- Utilizing probability distributions and building predictive models.

Unit 3:

Data Management and Preparation:

- Techniques for cleaning and preparing data for analysis.

- Methods for transforming and normalizing data.

- Combining data from different sources for comprehensive analysis.

- Techniques for exploring and visualizing data.

- Creating new features to improve model performance.

Unit 4:

Advanced Analytical Techniques:

- Introduction to machine learning concepts and algorithms.

- Techniques for classification and regression tasks.

- Methods for clustering and association analysis.

- Basics of NLP and text analytics.

- Techniques for evaluating and validating models.

Unit 5:

Communicating Analytical Results

- Principles and best practices for effective data visualization.

- Hands-on practice with tools like Tableau, Power BI, or Python..

- Techniques for presenting data in a compelling narrative.

- Creating insightful reports and dashboards.

- Best practices for presenting findings and recommendations to diverse audiences.

- Prepare for the certifiation exam.

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