

# € TRAINING

Data Skills Mastery



2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Data Skills Mastery

REF: G1558 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 4290 Euro

## Introduction:

This training program sets the stage for a comprehensive exploration of the essential competencies necessary for navigating the complexities of modern data-driven environments.

## Program Objectives:

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

- Master the techniques and methodologies of data collection from diverse sources.
- Develop expertise in analyzing data using statistical and analytical tools.
- Acquire skills in interpreting data insights and drawing meaningful conclusions.
- Learn best practices for structuring and presenting data in clear and compelling reports.
- Gain proficiency in utilizing data visualization techniques to enhance communication and understanding.

## Targeted Audience:

- Employees across various departments and levels within organizations.
- Managers and team leaders responsible for data-driven decision-making.
- Business analysts and data specialists aiming to enhance their skills.
- Administrative staff involved in data collection and reporting processes.
- Executives and decision-makers seeking to foster a data-driven culture within their organizations.

## Program Outlines:

### Unit 1:

#### Introduction to Data Collection and Management:

- Understanding the importance of systematic data collection.
- Exploring different methods and tools for data collection.
- Establishing protocols for organizing and managing data effectively.

- Addressing challenges and considerations in data management.
- Implementing data quality control measures.

## Unit 2:

### Data Analysis Techniques:

- Overview of statistical analysis methods.
- Learning to use analytical software and tools.
- Exploring descriptive and inferential statistical techniques.
- Understanding data visualization for analysis.
- Methods of Applying data analysis techniques to real-world datasets.

## Unit 3:

### Reporting and Presentation Skills:

- Developing clear and concise reporting structures.
- Enhancing data presentation skills for various audiences.
- Incorporating visual elements to communicate data insights effectively.
- Practicing storytelling techniques to convey data findings.
- Addressing common challenges in data reporting and presentation.

## Unit 4:

### Advanced Data Analysis:

- Exploring advanced statistical techniques for deeper insights.
- Understanding predictive modeling and forecasting methods.
- Learning machine learning algorithms for data analysis.
- Applying advanced data visualization techniques.
- Conducting exploratory data analysis EDA for complex datasets.

## Unit 5:



## Ethical Considerations and Data Privacy:

- Understanding the importance of data privacy and ethics in data management.
- Exploring data privacy regulations and compliance requirements.
- Implementing best practices for maintaining data confidentiality and security.
- Addressing ethical dilemmas in data collection and usage.
- Ensuring transparency and accountability in data management processes.