

aractech

Global Learning for Operational Leaders



DATA MANAGEMENT AND BUSINESS INTELLIGENCE

Certified Data Analytics Professional (CDAP)

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Course content

Why Attend

Organizations that leverage data analytics are 23 times more likely to acquire customers and six times more likely to retain them, according to a Forbes report. Additionally, McKinsey estimates that data-driven organizations are 23 times more likely to outperform their non-data-driven counterparts in terms of customer acquisition.

Data analytics, rooted in statistical principles dating back to Ancient Egypt, has witnessed an exponential surge in recent times due to globalization and technological advancements. With an estimated 2.5 quintillion bytes of data generated daily globally, organizations increasingly harness data to drive strategic decision-making. This surge has led to the emergence of specialized roles like data analysts, data scientists, and data engineers.

Course Methodology

- This is an interactive course, preparing participants both for the EXIN examination and real life applications with hands-on exercises. Course training techniques include visualization, group discussions, exercises, and presentations.

Course Objectives

- Refine unstructured data from sources, such as Excel, Python, or PowerBI, into structured insights that will solve business challenges
- Understand concepts relating to generating a research question, such as collecting, cleaning, and organizing data
- Comprehend statistical methods, data mining techniques, and algorithms to support the interpretation of data
- Generate insights for the organization by illustrating findings in plots and graphs to present a business case with solidly backed insights
- Describe and illustrate Data Visualizing design techniques and utilize visualization tools

Target Audience

- This course is designed for anyone at the start of a data analytics role, such as data/information analysts, business intelligence analysts, data administrators, business information managers, data/analytics managers and data scientists.
- This course is also suitable for those who are interested in the business benefits of data analysis and the

techniques involved in it. These roles could include, but are not limited to, digital marketing/media specialists, market research analysts, business analysts, finance professionals and HR professionals.

- Target Competencies
- Data Insights

Course outline

Detailed course outline

Module-by-module outline for Certified Data Analytics Professional (CDAP).

Module 1 - Turning data into insights

- Introduction to the process of data analytics
- Concepts related to data analytics
- Steps in the process of data analytics
- Risks in data analytics
- Business Intelligence and business decisions

Module 2 - Data collecting, organizing, and managing

- Data collection channels
- Sourcing public data
- Contemporary data laws and compliance
- Raw data, structured data, unstructured data and big data
- Database types
- Distributed file systems

Module 3 - Data cleaning

- Data problems

Course outline

Detailed course outline

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Module 4 - Data scrubbing methods

- Variable selection
- Merging variables
- One-hot encoding
- Binning
- Data scrubbing techniques
- Data retention

Module 5 - Data analyzing

- Data analytics and statistics
- Descriptive statistics and inferential statistics
- Data mining
- Machine learning
- Natural Language Processing (NLP)
- Methods and techniques of Natural Language Processing (NLP)

Seminar dates

Available seminar dates

Live dates and pricing for Certified Data Analytics Professional (CDAP) generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	Kuala lumpur	Classroom	€1,575
22 - 26 June 2026	Barcelona	Classroom	€2,695
13 - 17 July 2026	London	Classroom	€2,940
17 - 21 August 2026	Munich	Classroom	€2,415
21 - 25 September 2026	Kuala lumpur	Classroom	€1,575
19 - 23 October 2026	Rome	Classroom	€2,975
2 - 6 November 2026	Munich	Classroom	€2,415

Live online option

Online delivery is available at €1,250.