

American Management Association's Advanced Tools and Techniques for Data Analysis

Giving Feedback

- Apply the Most Effective Data Analysis Technique to a Specific Business Problem
- Extract Meaningful Results from Large and Small Data Sets to Improve Business Efficiency and Effectiveness
- Interpret Results from the Analysis of Unstructured Text (Emails and Social Media) to Provide Insight into Specific Business Problems
- Gain Increased Confidence in Your Ability to Use the Advanced Analysis Functions in Excel and Open-Source Tools to Share Newly Discovered Insights with Others in the Organization

Data Analytics and Business

- Understand How Business Analytics (BA) Enhances Business Intelligence (BI)
- Resolve Business Challenges That Yield to Data
- Gain Insight from Data Analytics
- Learn a Methodology for Framing Business Questions That Will Use Data and Analytics as the Basis for Answers and Solutions

Working with Data

- Identify Which Data Analysis Tools Best Answer Common Analytical Business Questions
- Understand How the Microsoft® Excel Analysis ToolPak and Other Programs Can Be Used for Advanced Data Analysis
- Select the Appropriate Tools and Techniques for Your Data
- Apply Analytical Tools to Answer the Basic Business Questions You Are Facing in Your Work

Advanced Analytical Techniques

- Recognize How Advanced Data Analysis Techniques Can Be Used to Address a Variety of Business Challenges
- Perform Various Data Analysis Techniques Including Correlation and Linear Regression, Multivariate Regression, Predictive Models, and ANOVA Analysis
- Determine Data Analysis Techniques That Can Be Applied to Your Organization

Specialized Tools and Techniques

- Recognize How Advanced Data Analysis Techniques Can Be Used to Address a Variety of Business Challenges
- Determine Analysis Techniques That Can Be Applied to Your Organization
- Perform Various Data Analysis Techniques (Moving Bubble Analysis for Multivariable Time Series, Unstructured Data Text Analysis, and Contingency Analysis, the Chi-Square Test, and the A/B Test)

Applying the Techniques

- Demonstrate the Skills and Knowledge You've Acquired to Analyze Data and Determine Relevant Business Questions
- Use Many of the Techniques and Tools Demonstrated During the Seminar