



DATA MANAGEMENT AND BUSINESS INTELLIGENCE

Certified Data Analytics Professional (CDAP)

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

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.

Why Attend

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.

Who Should Attend

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

— Learning 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

Course Outline

DAY
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

DAY
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
- Cloud solutions and their advantages
- Dependent and independent variables
- Continuous and discrete variables

DAY
3

Data cleaning

- Data problems

DAY
4

Data scrubbing methods:

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

DAY
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)
- Data and algorithms
- Regression analysis
- Classification models
- Clustering analysis
- Association analysis and Sequence mining
- Day 6: Data visualizing
- Explanatory and exploratory graphics
- Types of charts
- Types of plots
- Usage of heatmaps
- Aesthetic design
- Visualization tools

— Upcoming Classroom Dates

DATE	LOCATION	FEE
19 - 23 October 2026	Rome - Italy	€2,125
2 - 6 November 2026	Munich - Germany	€1,725
21 - 25 December 2026	Amsterdam - Netherlands	€2,125
18 - 22 January 2027	Kuala Lumpur - Malaysia	€1,400
15 - 19 February 2027	Barcelona - Spain	€1,925
15 - 19 March 2027	Geneva - Switzerland	€2,625
19 - 23 April 2027	Munich - Germany	€2,125
17 - 21 May 2027	Kuala Lumpur - Malaysia	€1,400

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.