

Data Analysis Fundamentals

Course code: DMBI-007



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

Data analysis is a core skill in today's digital and business environments, enabling organizations to make informed, evidence-based decisions. This course introduces participants to the essential concepts, methods, and tools of data analysis. It is designed to build a strong foundation for anyone working with data, reporting, or decision support. Participants will learn how to transform raw data into meaningful insights, identify trends, and support business or operational decisions using structured analytical thinking.

Why Attend

The course combines clear theoretical explanations with practical, hands-on exercises using real datasets. Participants will practice data cleaning, basic statistical analysis, and visualization techniques. Step-by-step guided activities will help learners understand how data is processed and interpreted. Case studies and

Who Should Attend

Beginners in Data Analysis and Business Intelligence
Students and graduates entering data-related fields
Business and Administrative Staff
Engineers and Technical Professionals
Managers who need basic data interpretation skills

— Learning Objectives

- Understand the basic concepts of data analysis and its importance
- Identify different types of data and data structures
- Perform basic data cleaning and preparation
- Apply simple statistical techniques for analysis
- Create basic charts and visual representations
- Interpret data to support decision-making
- Understand the data analysis workflow from start to finish
- Build confidence in working with datasets

Course Outline

DAY
1

Introduction to Data Analysis

- What is data analysis and why it matters
- Types of data: qualitative vs quantitative
- Data analysis workflow overview
- Sources of data in organizations
- Introduction to analytical thinking

DAY
2

Data Collection and Preparation

- Data collection methods and tools
- Understanding data quality issues
- Data cleaning basics
- Handling missing and incorrect data
- Structuring datasets for analysis

DAY
3

Basic Statistical Concepts

- Measures of central tendency (mean, median, mode)
- Measures of dispersion (range, variance, standard deviation)
- Introduction to probability concepts
- Understanding data distributions
- Simple interpretation of statistical results

DAY
4

Introduction to Data Visualization

- Importance of data visualization
- Basic chart types (bar, line, pie, etc.)
- Selecting the right visualization
- Common visualization mistakes
- Creating simple visual reports

DAY
5

Practical Data Analysis Project

- Step-by-step mini data analysis project
- From raw data to insights
- Basic reporting and interpretation
- Presenting findings clearly

- Review and best practices

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Munich - Germany	€2,100
16 - 20 November 2026	London - United Kingdom	€1,925
7 - 11 December 2026	Barcelona - Spain	€1,725
18 - 22 January 2027	Munich - Germany	€2,125
15 - 19 February 2027	London - United Kingdom	€2,100
15 - 19 March 2027	Barcelona - Spain	€1,925
19 - 23 April 2027	Amsterdam - Netherlands	€2,125
17 - 21 May 2027	Geneva - Switzerland	€2,625

— 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.