

SPARK

DATA MANAGEMENT AND BUSINESS INTELLIGENCE

IIBA Endorsed Certified Data Analyst

Professional training programme



SPARK TRAINING

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

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— Workshop Overview

Catalyze impactful change in your organization with Meirc's in-depth course on data analytics. Designed with a focus on practical application, this IIBA®-endorsed course aims to equip participants with a comprehensive understanding of the transformative role of data analytics in modern decision-making processes. Participants will learn to formulate data-driven questions that align with their organization's objectives, identify suitable data sources, and analyze large datasets using advanced Excel techniques. In addition, participants in this course will acquire the skills needed to create compelling data visualizations that can be used to present data-driven insights.

Why Attend

This course uses Excel for analyzing complex datasets. Participants will collaborate on analyzing a real-world business case and will be expected to present their data-driven insights in a simulated board meeting.

Who Should Attend

Analysts and professionals who are looking to build their data analysis skills as well as those who are interested in improving their decision making capabilities based on data-driven insights

— Learning Objectives

- Evaluate the role of data analytics in improving organizational decision making
- Formulate data-driven analytical questions tied to business objectives
- Identify suitable data sources and ensure the accuracy of collected information
- Analyze large datasets using advanced Excel techniques
- Create effective data visualizations and present data-driven insights to stakeholders

Course Outline

DAY
1

Data Analytics and Organizational Decision Making

- The objective of data analytics
- The role of the data analyst
- Data analytics as a set of activities
- Data analytics as a decision-making paradigm
- Data analytics as a set of practices and technologies

DAY
2

Framing the Data Analytics Approach

- Identifying the real issue
- Establishing key metrics
- Understanding the problem
- Using logic trees
- Using the prioritization matrix

DAY
3

Sourcing Data

- Data sources
- Gathering quantitative data
- Using qualitative data
- Benchmarking
- Conducting informational interviews
- Validating data

DAY
4

Analyzing Data

- Preprocessing data
- Exploratory data analysis
- Statistical data analysis
- Prescriptive analysis
- Predictive analysis
- Introduction to machine learning

DAY
5

Communicating Data-Driven Results

- Principles of data visualization
- Creating compelling data visualizations

- Understanding stakeholder needs
- Presenting data-driven insights
- Telling the story behind the data

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Munich - Germany	€1,725
9 - 13 November 2026	Amsterdam - Netherlands	€2,125
14 - 18 December 2026	London - United Kingdom	€2,100
18 - 22 January 2027	Rome - Italy	€2,125
15 - 19 February 2027	Kuala Lumpur - Malaysia	€1,400
15 - 19 March 2027	Kuala Lumpur - Malaysia	€1,400
19 - 23 April 2027	Rome - Italy	€2,125
17 - 21 May 2027	Munich - Germany	€2,125

— 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.