Demystifying Data: Maximising its Value

Aim

To provide participants with a clear understanding of:

1. How to secure and identify data to deliver the insights you need
2. Knowing what data to trust - How to identify statistical fact from fiction
3. The tools of the trade: from weighting to sampling, sample sizes to significance testing – the techniques you need to understand
4. How to turn information in to actionable insights
5. How to make data work for you - Presenting and reporting information in a compelling way

Delegates will have a firm grasp of the key principles, techniques and uses of quantitative analysis and data interpretation.

Delegates should come away with a clear sense of how to structure analysis to help draw out relevant insights, turn large amounts of data into material for decision making and have a toolkit of techniques and to enable effective analysis and presentation of data

This is not a statistics course, but will provide a strong foundation in statistical principles

Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** Presentations will be used in order to provide the background of each subject and create discussion and questions.

- **Case studies and examples:** These will be used to embed understanding and allow participants to put theory into practice

- **Methodological tools and guidance:** To equip participants with proven practical approaches to apply their learning and to take back into their workplace

- **Group work:** Group work will be used in order to facilitate practical understanding of the techniques and course elements and in order to enhance team working, team building and cooperation amongst participants

- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest

Sample Programme

09.30   **Welcome and Introductions**

- Aims and learning objectives of the day
- Participants' aims and experience

Session 1   **Knowing what data to trust - Identifying statistical fact from fiction**

- What differentiates and determines the value of any given data set

Session 2   **How to secure and identify data to deliver the insights you need**

- Overview of sampling, data collection, survey design and data sources

Refreshment break

Session 3   **Unlocking the Tools of the Trade**

- The basics of statistical analysis (NB this is not a statistics course) Introduction to: confidence intervals, weighting, significance testing etc.

Session 4   **Putting it into Practice – Practical session**

- Data analysis case study practice: unlocking the facts - review and feedback

Lunch

Session 5   Making Data work for you – Turning data into actionable and compelling insights

- How to identify key data and turn large amounts of data into material for decision making
- How to structure analysis and present a compelling argument
- How to compile reports and present quantitative material

Refreshment break

Session 6   Applying knowledge - Practical session

- Case study practice: Turning data into action - review and feedback

Session 7   Top 10 principles for demystifying data

- Round up of the key techniques, skills and tools to demystify data and maximise its value

16.30   Conclusions and close