

Data Analysis & Insight Skills

Data is knowledge! We all use data in some way or another to justify our actions. In a fast pace digital world, data is pouring in from all angles and continues to keep growing. It can be difficult to swim through the debris of statistics, analytics and raw data, to identify what data is actually relevant and what the data intellect underpinned is showing us. This is why an understanding of data analysis and insights skill will be beneficial.

Turn your data to information, insights and intelligence. This interactive virtual training course from our [Information, Digital & Data Management](#) series, will train you with confidence in dealing and managing with data analysis and turn valuable insights to recommendations to aid and support evidence-based decision making actions for the future.

Aim

- This course will show you how to navigate your way through the data to turn it into valuable insight to support evidence-based decision making and make it work for you.
- This course is for anyone who needs to work with data in their role who is either new to this area or is wanting a reminder and fresh perspectives.
- Participants will come away with practical tools and techniques to enable them to interpret, understand and select data with confidence, to build compelling insights and recommendations

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

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

10:00 Start

Session 1 - Data Overview

- What makes good data?
- How to select and identify data to deliver the insights you need
- Checking the data – tools and traps to avoid

Session 2 – Basic Statistical Analysis and Principles

- Means, modes and medians
- Spread, Deviation, Correlation and Trends

12:30 – 13:30 Lunch

Session 3 - Identifying Insights and Drawing Conclusions

- Identifying the Insight your audience needs
- Making it Visual - charts, dashboards and graphics
- Making it Stick – the power of storytelling

Break

Session 4

- Applying learning to real live projects
- Working up examples from participants own organisations
 - Identifying insight from data sources
 - Applying learning to improve data understanding/interpretation

16:00 End