



Digital Analytics

CODICE

NOVDIGITAL

DURATA

1 Giorni

PREZZO

700,00€ (iva escl.)

LINGUA

Italiano

MODALITÀ

Virtual Classroom
Corso in aula

SCHEDULAZIONE

- A Richiesta

OBIETTIVI

Digital analytics is a set of business and technical activities that create and collect "big data" and process it for analysis, recommendations, optimizations, and predictions.

Research, modeling, forecasting — every aspect of the industry is driven by data and analytics.

The course aims to provide participants with the fundamentals of digital data analytics, as well as how to apply them to create a framework for business strategies that fit their organization's needs. At the end of the course, participants will be able to:

- ? Recognize the value data analytics provides to the decision-making process
- ? Manage and engage effectively with data analytics teams and tools
- ? Analyze the opportunities and limits of data and analytics when they are used for causality and forecasting
- ? Understand how to apply data analytic strategies and tools to real-world challenges

DESTINATARI

Manager, Director, Business Analyst, Data Scientist

CONTENUTI



The Value of Data Analytics for Decision Making ? Begin your journey by learning the value of data science and how to apply analytics to everyday decision making.

? Create an outline of the data science workflow Basics of Data Analysis

? Determine goals for data analysis

? Understand exploratory data analysis

? Formulate and refine relevant questions based on available data

? Gain insights into data patterns Forecasting Strategies

? Learn to use modeling and other proven techniques to set realistic expectations and generate well-informed business decisions.

? Gain insights into the role of modeling in shaping market expectations

? Apply forecasting techniques to business decisions

? Choose an appropriate modeling technique for the desired outcome

? Interpret machine-learning output

Prezzi e corsi potrebbero subire variazioni; si consiglia di verificare sul sito www.novanext.it/training.