



Data Analytics & Visualization for Beginners

Discover how to leverage on analytical tools and to adopt a comprehensive framework to transform data into valuable assets to assist organizations in improving revenues, reducing costs, and in seizing opportunities.

Empower Yourself through Knowledge!

Course ID: DAV1001

Course Title: Data Analytics & Visualization

Level: Beginner/Intermediate

Course Outline

Big data and analytics promise to change virtually every industry and business function this new decade. As businesses are constantly being faced with massive amounts of data in structured and unstructured forms, effective data analysis and visualization has become imperative today. While data analytics tools help extract valuable information from raw and unstructured data and represent it in an intelligent manner, data analysts must learn how to leverage on these tools and to adopt a comprehensive framework to transform data into valuable assets to assist organizations in improving revenues, reducing costs, and in seizing opportunities.

From large corporate houses to local retailers, from public-sector organizations to online businesses, data analysis and visualization empowers every sector and industry. Keeping in mind the significance of data analytics to businesses, course participants can pursue this professional certification that can help build their skills in this arena, enabling attractive job prospects.

Course Objectives

By the end of the course, participants will be able to:

- Examine the importance of data analytics in different professional fields
- Recognize how data and analytics can be used to extend different professional domains
- Recognize the importance of making room for empirical inquiry when solving problems
- Examine characteristics of an analytical mindset in business contexts
- Evaluate a framework for making data-driven decisions with big data
- Recognize factors that make data useful
- Transform data from unstructured to structured
- Examine fundamental principles that underly data visualizations
- Identify use cases for different charts, and then build those charts
- Create basic and advanced charts in Microsoft Excel and Tableau
- Add dimensions and analytics to charts
- Discuss how data science will shape the future of analytics and decision-making

Target Audience

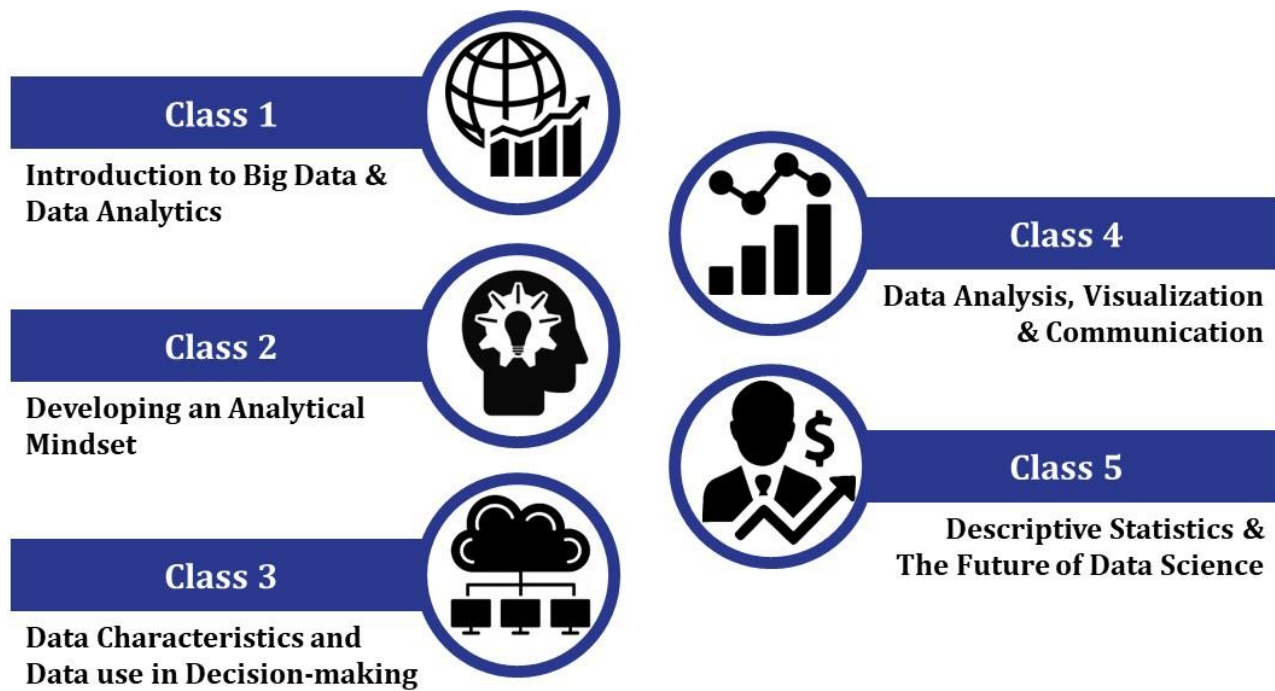
Data analysts, marketers, accountants, controllers, business executives and any other person assuming a business functions that requires data-driven analysis for decision-making.

Key Topics

The key topics covered in the course are:

- Big data
- Data analytics
- Data governance
- Empirical inquiry
- Developing an analytical mindset
- FACT framework
- Data types
- Structured versus unstructured data
- Data relationships
- Data visualization
- MS Excel Pivot tables
- MS Excel Pivot charts
- Visualization in Tableau
- Tableau Analytics
- Communicating analysis and visualizations to target audience
- Descriptive statistics
- Machine learning

Classes Overview



Examination

Participants should attend at least 4 out of the 5 classes.

Participants need to complete two assignments successfully.

At the end of the course, participants need to complete a final written exam.

A **Certificate of Completion** is awarded if the course is successfully fulfilled. Participants also receive an official transcript for their grades and course credits.

Course Facilitator

All our facilitators are enthusiastic and knowledgeable with a talent for making complex concepts simple. We all love what we do and our clients tell us it shows.

Core facilitator for this course is: **Mr. Edward M. Erasmus, MA**

Edward is a certified trainer/facilitator and has many years of experience in facilitating different workshop and lectures in the fields of accounting, finance, financial analysis, entrepreneurship, innovation, project management, operations, marketing and social media.

Other invited **guest lecturers** will also share their expertise on different topics throughout the course.



Course Fee in Aruban Florins

Please refer to the course page at <https://www.ectaruba.com> for updated information on the course fee.

Course fee generally includes course material, handouts, snacks, coffee, and refreshments. Flexible payment options are available. Contact us for additional information.

Book online [here](#) or for multiple course participants, please download our [PDF registration form](#), fill it out and email it to support@ectaruba.com

Location and Dates

Location: EC&T Training Facility @ Newtonstraat 1-A

Number of classes: 5

Time: 6:30 PM - 9:00 PM

Exam date, time and location will be provided in the course module description.

We reserve the right to alter dates, content, venue and trainer.

Discount Plans

For organizations that want to maximize their Return on Investment in training, we provide special rates for three participants or more working at the same company and enrolling for the same course and dates. Contact us at support@ectaruba.com for additional information.



	Length:	5 classes
	Effort:	2-3 hours per week
	Level:	Beginner/ Intermediate
	Language:	English or Papiamentu *
	Exam:	Written Exam
	Credits:	2.5 EC's

COVID-19 Protocols & Practical Steps We Are Taking to Keep Everyone Safe

Our Commitment

We are applying strict protocols and are adopting good practices to help protect employees, customers and local communities—and ultimately to make our business more resilient during this difficult period. We are committed to doing our part to combat the COVID-19 pandemic.

Essential Steps to Stop the Spread

The following are key anti-contagion steps we are taking:

Cleaning and sanitation

- Frequent daily cleaning of the workspace and shared items (door handles, copy machines/printers, tables, chairs, remotes, light switches).
- Hand sanitizer available at entryways and at different location inside our training facility.
- Reinforcement of hand washing procedures and other methods to limit virus exposure.
- Implementation of thorough sanitizing procedures multiple times in high traffic areas.

Capacity limits, training facility setup and other measures

- Reduction of training facility capacity.
- Mandatory use of face masks at all times when indoors.
- Placed signs on entrance requesting that sick guests do not enter the building.
- Practice social distancing by maintaining a 1.5 meter distance between staff and visitors.
- Avoidance of physical contact; encourage use of alternate greetings such as waving or bowing.

Know the Signs

Symptoms of COVID-19 (Coronavirus)

According to the World Health Organization, the most common symptoms of COVID-19 are:

- Fever
- Tiredness
- Dry Cough

These less common symptoms are usually mild and develop gradually:

- Aches and Pains
- Nasal Congestion
- Runny Nose
- Sore Throat
- Diarrhea

For more information about Coronavirus (COVID-19), please visit www.arubacovid19.org

Course & Workshop Registration & Payment Plan Form



How to Register

1. Bookings can be made by emailing the completed registration form to support@ectaruba.com
2. Registration forms should be sent immediately to confirm the booking. A confirmation and location guide will then be sent accordingly.

Contact details:

Edward M. Erasmus, MA
 Erasmus Consulting & Training (EC&T)
 Newtonstraat 1-A, Oranjestad - Aruba
 Telephone (297) 5885975
 Mobile (297) 5922380
 Email e.erasmus@ectaruba.com / support@ectaruba.com

PLEASE PRINT CLEARLY

Course/workshop title :

Contact Person :	Position :
Company :	
Invoice Address :	Postcode :
Telephone :	Email :

Please enroll the course attendees below: (PLEASE PRINT CLEARLY)

Full name of attendee	Title/position	Email address
Total number of attendees:		Total course fee (see attached invoice):

- Please invoice the organization / contact person above
 Please invoice each attendee separately
 Please add the contact/attendees to the training mailing list

Additional Needs / Dietary Requirements:
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PAYMENT PLAN FOR THIS COURSE:

Down payment of: AWG _____ prior to the start of the course.	
Payment of remaining amount of AWG _____ in _____ terms on dates _____	
I have read and understood the terms of conditions given on the next page.	Signed

Terms and Conditions for Bookings and Payments

General Requirements:

Course participants must be at least 18 years of age.

Course and workshop registration:

Registration for a course can only take place through the completion of our online registration form or by submission of a completed hard copy registration form (by email or personally delivered) to the attention of Erasmus Consulting & Training (EC&T).

Cancellation of Booking:

1. All course / registration cancellations must be notified in writing (i.e. via email or in hard copy). Course registrations / bookings may be cancelled up to twenty (20) days prior to the course and receive a full refund.
2. Course registrations / bookings cancelled less than twenty (20) days prior to the training or course will be charged 50% of the course fee.
3. Failure to notify of non-attendance will result in the full fee being charged.
4. You may substitute another participant (by notifying EC&T) at any time prior to the training or course, should a nominated person be unable to attend.
5. EC&T endeavors to run every course. However, we also reserve the right to cancel or postpone a course to an alternative date. All registered participants affected by such a cancellation will receive a full refund or offered the opportunity to transfer to the next available training or course.
6. In case of withdrawal after the start of a course, EC&T will withhold 100% of the course fee. In case the course fee has not been fully paid at the moment of withdrawal from the course, i.e. due to an existing payment plan, EC&T preserves the right to collect the outstanding fee amount.

Payment:

1. For all registrations received an invoice will be issued. For both Corporate and Individual bookings, payment in full is required, unless a payment arrangement has been granted by EC&T.
2. All invoiced amounts are due within 14 days of the invoice date. In case on non-payment EC&T may refuse access to the course.
3. In case of non-payment, a 1.5% interest penalty is payable per month from the due date. Both the extrajudicial, including 20% collection costs, as well as the judicial costs are at the expense of the client / participant. An AWG. 25.00 administration fee is also charged for late payments.

Force majeure:

Neither EC&T nor its employees are liable for non-performance of contractual obligations or damages to the extent that they are caused by force majeure, in particular fire, water, storm or other natural events, explosion, strike, war, pandemics, civil unrest or other reasons outside the sphere of responsibility/influence of the EC&T.

Privacy Statement:

Erasmus Consulting & Training (EC&T) acknowledges and respects the privacy of individuals. We advise that the information that you provide on this form may constitute "personal information". This information is being collected for the purposes of processing your registration or enquiry, keeping you informed of upcoming events and assisting us in improving our service to you. The intended recipient of the information is EC&T. The provision of the information is voluntary, but if this information is not provided, EC&T may be unable to process your registration or enquiry. You have the right of access to, and alteration of, personal information concerning yourself. The information is being collected by EC&T and will be held by EC&T. Please contact us for any enquiries you may have in relation to this matter.

I have read and understood the Terms and Conditions for Bookings and Payments

Name

Address

Signature of participant

Date



CONTACT

ERASMUS CONSULTING & TRAINING

Email us:

support@ectaruba.com

Web: www.ectaruba.com

Facebook & Instagram: @ectaruba

Newtonstraat 1-A

Oranjestad, Aruba

T (+297) 5885975

M (+297) 5922380

Information given in this brochure is correct at the time of publication and is subject to alteration. Please visit our website for latest updates.

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