

MANAGEPERTS.

Certified Data Analyst (CDA)



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▶▶▶ Course Overview



The Certified Data Analyst (CDA) course is a comprehensive training program designed to equip participants with the essential skills to collect, process, analyze, and visualize data effectively. This course provides hands-on training in Excel, Power BI, and SQL, enabling learners to work with real-world datasets and generate meaningful insights to drive informed business decisions.

Participants will master the fundamentals of data cleaning, transformation, and visualization, gaining the ability to create interactive dashboards and perform advanced data analysis. Whether you're a business professional looking to leverage data for strategic planning, a student aiming to build a career in data analytics, or an entrepreneur seeking data-driven solutions, this course will provide you with the knowledge and tools to succeed.

01 Introduction to Data Literacy

- Understanding Data Fundamentals
- Classification of Data and Its Types
- How to Read and Interpret Data
- Handling Missing and Incomplete Data
- Techniques for Data Validation
- Ethics in Data Handling
- Mathematics and Statistics

Unit Objectives

- Understand the fundamentals of data and the ability to read and interpret data efficiently.
- Learn about different types of data, how to classify them, and how to use them in analysis.

01 Introduction to Data Literacy

Introduction to Data

- What is data? (Types of data: Quantitative and Qualitative)
- The difference between data and information.
- Understanding the data lifecycle.

Data Interpretation

- Methods for interpreting data based on context.
- Data validation techniques to ensure quality.
- Missing Data and Handling It
- Reasons for data loss and how to handle missing data.
- Techniques for dealing with missing values (imputation, estimation, deletion).

Data Ethics

- Privacy and data protection.
- Laws and standards related to data usage.

02 Using Excel for Data Analysis

- Navigating the Excel interface.
- Handling tables and large datasets.
- Basic and advanced calculations.
- Creating charts and visualizations.
- Using advanced Excel functions such as VLOOKUP and PivotTables.
- Data analysis using advanced tools in Excel.

Unit Objectives

- Learn the essential and advanced practical skills for data analysis using Excel.
- Understand how to use Excel functions to manage large datasets and extract key insights.

02 Using Excel for Data Analysis

Introduction to Excel

- Understanding the Excel interface.
- Managing large tables and cells.

Calculations

- Using basic formulas and functions (SUM, AVERAGE, COUNT).
- Advanced calculations such as IF, SUMIF, COUNTIF.

Creating Charts and Visualizations

- How to build charts for visual data representation.
- Using built-in graphical tools to present reports.

02 Using Excel for Data Analysis

PivotTables and VLOOKUP

- Creating PivotTables for data analysis.
- Using VLOOKUP and HLOOKUP to extract data from large tables.

Advanced Data Analysis

- Advanced data analysis functions.
- Using data analysis tools such as Solver and What-If.

03 Using Power BI for Data Analysis

- Introduction to Power BI
- Data Loading and Importing
- Creating Interactive Reports and Dashboards
- Using Power BI Functions for Data Analysis
- Building Data Visualizations with Power BI
- Exploring Advanced Features (DAX and Power Query)

Unit Objectives

- Develop skills to create interactive reports and dashboards using Power BI.
 - Learn how to import and organize data from multiple sources using Power BI.

03 Using Power BI for Data Analysis

Introduction to Power BI

- Understanding Power BI Interface and Navigation
- Importing Data from Various Sources (Excel, SQL, Cloud)

Building Reports and Dashboards

- Creating Interactive Visual Reports
- Designing Dashboards for Data Visualization

Power Query and DAX

- Using Power Query for Data Cleaning and Transformation
- Applying DAX (Data Analysis Expressions) for Advanced Analysis

Advanced Visualizations

- Designing Custom Visuals
- Using Interactive Features for Dynamic Data Analysis

04 Introduction to SQL Databases

- Understanding Relational Database Structure
 - Writing Basic SQL Queries (SELECT, INSERT, UPDATE, DELETE)
 - Using JOIN Operations to Combine Data
 - Creating Complex Queries with GROUP BY and HAVING
 - Subqueries and Text Data Processing
 - Applying SQL for Data Analysis

Unit Objectives

- Learn how to handle databases and write SQL queries to retrieve required data.
 - Understand how to perform data analysis using stored data with SQL.

04 Introduction to SQL Databases

Introduction to SQL

- Understanding Relational Database Structure
- Basics: Tables, Columns, Rows

Writing Basic SQL Queries

- SELECT for Data Retrieval
- INSERT, UPDATE, and DELETE for Data Management

JOIN Operations

- Types of JOIN: INNER, LEFT, RIGHT, FULL

Advanced Analysis with SQL

- Using GROUP BY and HAVING for Data Grouping
- Subqueries for Complex Analysis

▶▶▶ Benefits of Certification



Enhanced Credibility

Certification demonstrates your expertise and commitment to the field of business analysis, increasing your professional credibility

Career Advancement

Certified professionals often have better job prospects and opportunities for promotions within their organizations



Increased Earning Potential

Certification can lead to higher salaries, as employers recognize the value of formally trained professionals

Comprehensive Knowledge

The certification process equips you with a thorough understanding of business analysis concepts, techniques, and best practices



▶▶▶ Benefits of Certification



Networking Opportunities

Joining a community of certified professionals provides valuable networking opportunities, helping you connect with industry leaders and peers

Confidence Boost

Achieving certification enhances your confidence in your skills and abilities, enabling you to take on more significant challenges in your career



Continuous Learning

Maintaining your certification encourages ongoing professional development and keeps you updated on the latest trends and methodologies in business analysis

▶▶▶ Accreditation



Ministry of Foreign Affairs
and Expatriates



The General Union of
Workers in Public Services
and Free Professions



Business Consultants
Board



UK Education Quality
Management



UK Register of Learning
Providers



21001



9001

Course Details



Durations of the Course:

30 hours of theoretical and practical training



Target Audience:

- Individuals interested in data analysis and converting raw data into actionable insights.
- Business, marketing, or management professionals who need to analyze data to support decision-making.
- Financial analysts or auditors who need to understand data analysis tools.
- Students or beginners in data analysis who want to enhance their practical skills.



Location of the Course:

Online (Live).

▶▶▶ Trainer



Trainer Qusay Al-Btoush

Qusay Al-Btoush is an experienced data analyst and a Computer Science graduate with over ten years of experience in the field of data analysis and data science, having started his career in 2013. Qusay holds several industry-recognized certifications in various leading tools and platforms, including:

- PL-300: Data Analyst using Microsoft Power BI
- Tableau Desktop Specialist
- Alteryx Core Certification
- Google Data Analysis
- IBM Data Analysis
- IBM Data Science

Throughout his career, Qusay has mastered more than 10 advanced tools in data analysis and data science, enabling him to extract deep insights, improve processes, and support strategic decision-making in complex projects. His expertise also extends to data visualization, predictive modeling, and utilizing the latest technologies to deliver impactful business solutions.

SCAN ME!



▶▶▶ Our Partners



الجامعة الألمانية الأردنية
German Jordanian University



مركز إرادة للعلاج والتأهيل في دبي
Erada Center
For Treatment and Rehab in Dubai



ZAHRAWI



MetLife

مصرف الهلال
al hilal bank 



ZERO FAT



LOUZAN



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**THANK
YOU**