

BUSINESS DATA MANAGEMENT DIPLOMA

Data is available everywhere. In fact, rapidly evolving technologies made data more available than business professionals' ability to use it. In the old days, the problem was the scarcity of data. Now, the real problem is how to make use of the huge amount of available data. This diploma introduces a complete integrated framework to guide business professionals through the quest of solving real business problem by mining the data for the answers and directions. Plans and initiatives have to be built on solid evidences extracted from the available data.

This diploma offers the answers to the following questions:

- 1- How to properly organize, clean and store the data so that it will be ready to extract meaningful information?
- 2- What are the tools, software, instructions that are needed to work with the data?
- 3- How to extract brief descriptive information to summarize huge amount of data and use this information as business metrics or indicators?
- 4- Can we get more information from the data than what we think about? Is there hidden trends or indicators within the data? If so, what are they? How to extract them? How to ask about things that we even don't know they exist in the data?
- 5- How to take business decisions that are driven by data evidences? How to test assumptions about markets? Business performance? Or any other business indicators? What is the confidence level of the answers we get?
- 6- Is it possible to perform data driven customer segmentation? Rather than the classic intuition-based segmentation?
- 7- How to conduct highly reliable, solid business research (market research, competition research, new product launching, ...etc.)?

SHIFT PERFORMANCE

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DIPLOMA STRUCTURE

The diploma is composed of three levels based on the business needs of each organization.

The first level is mandatory for all organizations that seek making sensible information.

Second and third levels are optional based on the specific goals that an organization may have in mind.



1ST LEVEL: ESSENTIAL DIALOGUE WITH BUSINESS DATA

PROGRAM DETAILS

This program is the fundamental milestone to move from accumulating piles of data into meaningful information. This program introduces the basics of data handling and how to organize, clean, store and classify data to be able to perform the proper, meaningful and useful data analysis.

Starting by introducing different types of data enables the audience to choose the proper format and data types of each collected business metric or data element. The program then takes guides the audience to what kind of information they can get out of the available data, what are the proper techniques, software, tools and instructions to deal with the data.

The program closes by ensuring that participants already have the hands-on capabilities to manage data, formulate the correct questions they need to answer to solve real business problems and how to get the correct answers from the available data.

Outlines:

- 1- Data vs. information
- 2- Types of data
- 3- What data can tell you
- 4- How to speak the data language
- 5- Reducing huge amount of data to useful brief information
- 6- Data cleaning
- 7- Asking the right questions to get meaningful answer from your data
- 8- Data consistency and variability
- 9- Using data to examine relationships between different business factors
- 10- Working with available data to expect future direction

Pre-requisites:

- Basic math.
- Basic knowledge of excel.
- Attendees must have their own computers during the workshop with Microsoft excel or equivalent software installed.

Program format and duration:

- 16 hours.
- Interactive hands-on workshop.

2ND LEVEL: CONFIDENCE DECISION MAKING USING DATA EVIDENCE

This program takes the participants through the advanced applications of data management and analysis. Audience will move from data analysis to the level of decision making supported by data evidence.

By attending this program, participants will gain three advanced capabilities to use data for solid decision making:

1. Unbiased testing the validity of business assumptions, that many times are confused with facts.
2. Ability to identify hidden features, factors or trends that are not clearly visible within huge amount of data.
3. Perform reliable segmentation and classification based on data.



1.UNBIASED TESTING THE VALIDITY OF BUSINESS ASSUMPTIONS, THAT MANY TIMES ARE CONFUSED WITH FACTS.

Business decisions and plans are built on assumptions about the market, competition, customers, employees, ...etc. Business experience and intuition play a considerable role on forming these assumptions. This program allows the participants to perform solid tests to validate these assumptions with high confidence levels. The results will be as clear and solid as "we are 97% sure that adding these new features to the product will allow us to increase the price by 12% without affecting market share".

2.ABILITY TO IDENTIFY HIDDEN FEATURES, FACTORS OR TRENDS THAT ARE NOT CLEARLY VISIBLE WITHIN HUGE AMOUNT OF DATA.

Your ability to extract information from data is limited by the factors you know about and you want to explore. Sometimes data may contain hidden factors that you don't know they exist; hence you don't think of asking about. The possibility of having data that is richer than what you know increases with data size increase. You can't measure what you don't know it exists!!! One of the most important benefits of this program is to learn how to get a hint from the data that there may be a hidden factor that you don't know about or you don't even know its nature. With the data management tools introduced in this program, you will be able to get hint from the data that there is something more that you know and then you can start looking for it.

3.PERFORM RELIABLE SEGMENTATION AND CLASSIFICATION BASED ON DATA.

Classification and segmentation is always done based on perception, intuition, experience or previous theories. However, mistakes and misalignment may happen due to differences between the market (or any realistic context) and the theory or the previous experience that is used to classify. Tools and methods introduced in this program allows the participants to perform data driven segmentation and classification. Customers may look apparently different and belonging to different segments, while they may be really in one behavioral/psychometric group. Using data driven segmentation, they will be grouped together in one segment. The opposite is also true! Sometimes a group of customers are apparently perceived as one segment, while they are different in the purchasing/using behavior and should be placed in different segments. The tools introduced in this program corrects this too. This can be applied to customer groups, to come up with reliable unbiased market segmentation. It can also be applied to product/service features, employees' behavior, ...etc.

Outlines:

- 1- Introduction of advanced data analysis tools and software.
- 2- Testing and confirming your business assumptions systematically with explicitly determined confidence levels.
- 3- Identifying hidden features and trends within tremendous amount of data.
- 4- Classification and segmentation driven by data evidence.

Pre-requisites:

- Basic math.
- Basic knowledge of excel.
- Attending level 1 is mandatory.
- Attendees must have their own computers during the workshop with Microsoft excel or equivalent software installed.

Program format and duration:

- 20 hours.
- Interactive hands-on workshop.

3RD LEVEL: CONDUCTING PROFOUND BUSINESS AND MARKET RESEARCH FOR ERROR PROOF PLANNING

This program is dedicated to business professionals who are interested in performing business or market research. Research is an academic activity, however, in a few occasions throughout organization's business endeavor, a research is required to take a critical decision about future direction or strategy. Business professionals are not well prepared for conducting reliable research, instead they have massive experience in preparation business and action plans. When business professionals use their experience and techniques of business planning to conduct a business research, the result maybe catastrophic, although in rare occasions they get lucky and it ends safely. This program equips business professionals with the reliable business research methodology to ensure reliable and solid results that can be used to steer the organization strategy or support critical decisions that may affect organization's future. A perfect tuning of research methodology is made to ensure practicality of the business research approach and avoid "over-academization" of the business research to ensure practicality in time, budget and context.

Outlines:

- 1- Business research areas
- 2- Different natures of business research
- 3- Different methodologies of business research
- 4- Expected data types
- 5- Data collection instruments
- 6- Research data analysis and results

Pre-requisites:

- Basic math.
- Basic knowledge of excel, word and power point.
- Attending level 2 is mandatory.
- Attendees must have their own computers during the workshop with Microsoft excel, word and PowerPoint or equivalent software installed.

Program format and duration:

- 30 hours.
- Interactive hands-on workshop.