MERCURY

Certified Data Intelligence & Reporting Professional (CDIRP)

29 March – 2 April 2027
Nairobi (Kenya)



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Ref: 15842_1066780 **Date:** 29 March – 2 April 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction:

The Certified Data Intelligence and Reporting Professional CDIRP course equips professionals with the skills and knowledge to excel in data intelligence and reporting. This certification enhances their ability to collect, analyze, and report data effectively, enabling data-driven industry decision-making.

Participants will gain expertise in data visualization, advanced reporting techniques, and data integration and analysis tools. The CDIRP is ideal for individuals seeking to advance their data management, analytics, and reporting careers by mastering the latest industry practices and technologies.

The Certified Data Intelligence and Reporting Professional CDIRP course provides business intelligence, data analysis, and reporting. Participants will gain expertise in using advanced data intelligence tools and technologies to develop data intelligence solutions. It covers the definition of data intelligence, systems, and data reporting in business intelligence for effective decision-making.

Attendees will explore data intelligence techniques for consumer reports, legal data intelligence, and organizational analytics. With practical insights into the role of a data intelligence analyst, the Certified Data Intelligence and Reporting Professional CDIRP program emphasizes actionable strategies and data intelligence training to optimize business outcomes.

Targeted Groups:

- Data Analysts and Data Scientists.
- Business Intelligence Professionals.
- Reporting and Analytics Specialists.
- IT Professionals are involved in data management.
- Managers and Executives are making data-driven decisions.
- Professionals in finance, marketing, and operations.
- Aspiring Data Intelligence and Reporting Professionals.
- Consultants and Advisors in data-driven industries.

Course Objectives:

At the end of this Certified Data Intelligence and Reporting Professional CDIRP course, the participants will be able to:

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- Develop expertise in data collection, management, and transformation techniques.
- Master advanced data analysis methods for informed decision-making.
- Gain proficiency in using data visualization tools for effective reporting.
- Learn to integrate data from multiple sources for comprehensive analysis.
- Understand data governance and quality standards to ensure accurate reporting.
- Build skills in designing dashboards and interactive reports.
- Apply predictive analytics to forecast trends and outcomes.
- Strengthen communication skills to present data insights to stakeholders.
- Use industry-standard reporting software to create professional reports.
- Equip professionals with the ability to drive data-driven business strategies.

Targeted Competencies:

By the end of this Certified Data Intelligence and Reporting Professional CDIRP training, the participant's competencies will:

- Data Collection and Management Techniques.
- Advanced-Data Analysis and Statistical Methods.
- Data Visualization and Reporting Tools.
- Business Intelligence and Data Integration.
- Data Quality and Governance Standards.
- Dashboard Design and Implementation.
- Predictive Analytics and Forecasting.
- Data-Driven Decision Making and Strategy.
- Effective Communication of Analytical Insights.
- Mastery of Reporting Software and Technologies.

Course Content:

Unit 1: Introduction to Data Intelligence and Reporting:

- Understand the fundamentals of data intelligence.
- Learn the role of data in business decision-making.
- Explore the importance of accurate data collection and management.
- Overview of key data types: structured, unstructured, and semi-structured.
- Introduction to data governance and data quality principles.
- Understand the relationship between data intelligence and business strategy.
- Identify the key tools and technologies used in data reporting.
- Learn how to align reporting practices with organizational goals.
- Explore industry best practices for effective data reporting.

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Unit 2: Data Collection and Management:

- Master techniques for gathering data from multiple sources.
- Understand the principles of data cleaning and preprocessing.
- Learn methods for data storage and database management.
- Explore tools for managing large datasets efficiently.
- Understand data warehousing concepts and practices.
- Learn about data integration from various systems and platforms.
- Develop skills in maintaining data integrity and consistency.
- Understand how to deal with missing or incomplete data.
- Learn about data privacy and security considerations.

Unit 3: Data Analysis and Visualization Techniques:

- Gain proficiency in statistical analysis and data interpretation.
- Learn how to apply descriptive and inferential statistics.
- Master data visualization principles for clear reporting.
- Learn to design charts, graphs, and dashboards.
- Use advanced tools like Power BI, Tableau, or Excel for visualization.
- Understand how to create interactive and dynamic reports.
- Explore data storytelling techniques to engage stakeholders.
- Learn to analyze trends, patterns, and correlations within data.
- Apply advanced analytics techniques such as regression analysis and clustering.

Unit 4: Business Intelligence and Predictive Analytics:

- Understand the concept of business intelligence BI and its applications.
- Learn how to integrate data from various BI tools and platforms.
- Master the use of BI dashboards for real-time decision-making.
- Explore the role of predictive analytics in forecasting and trends.
- Learn how to implement machine learning models for data analysis.
- Develop skills in using predictive modeling tools and techniques.
- Understand how to evaluate and interpret predictive analytics results.
- Learn the importance of data-driven decision-making in business strategy.
- Explore case studies where BI and predictive analytics drive business success.

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Unit 5: Reporting Standards and Best Practices:

- Learn the best practices for creating clear, actionable reports.
- Understand the principles of effective report design and structure.
- Master the use of standard reporting formats and templates.
- Learn how to tailor reports for different audiences executives, teams, etc..
- Explore how to present data insights concisely and engagingly.
- Understand the importance of report accuracy, transparency, and accountability.
- Learn how to automate reporting processes for efficiency.
- Master techniques for presenting complex data simply and understandably.
- Learn to incorporate feedback and continually improve reporting processes.
- Develop skills in presenting reports and insights to various stakeholders.