MERCURY

Fundamentals of Data Analytics, Interpretation & Simple Measures of Data

4 – 8 October 2027
Nairobi (Kenya)



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Ref: 121715_1084158 **Date:** 4 – 8 October 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction

Data has become one of the most valuable assets in modern organizations, making the ability to analyze and interpret it an essential professional skill. This Fundamentals of Data Analytics, Interpretation & Simple Measures of Data course provides a strong foundation in data analytics by introducing participants to the principles, techniques, and practical applications of analyzing data effectively. It focuses on understanding data structures, identifying trends, and using simple statistical measures to support informed decision-making. Participants will explore the process of collecting, cleaning, organizing, and interpreting datasets in business and operational contexts. The program emphasizes the importance of data-driven decision-making, performance measurement, and reporting accuracy. Participants will have the theoretical knowledge needed to understand data analysis methods and apply simple analytical thinking across various professional environments.

Targeted Groups

This Fundamentals of Data Analytics, Interpretation & Simple Measures of Data training targets professionals seeking knowledge and skills:

- Business analysts are seeking stronger analytical foundations.
- Managers are responsible for performance reporting.
- Administrative professionals handling operational data.
- Finance staff working with budgets and trends.
- Marketing professionals are analyzing campaign performance.
- HR specialists managing workforce metrics.
- Operations teams are monitoring productivity data.
- Researchers need structured data interpretation skills.
- Quality assurance staff evaluating process data.
- Beginners entering the field of data analytics.

Course Objectives

Participants will achieve the following objectives by completing the Fundamentals of Data Analytics, Interpretation & Simple Measures of Data course:

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- Understand the fundamentals of data analytics and its practical applications.
- Identify key data types and classification methods.
- Explain the stages of the data analysis process.
- Develop skills in collecting and organizing raw data.
- Apply simple statistical analysis methods effectively.
- Measure averages, distributions, and data variation.
- Interpret trends, patterns, and anomalies in datasets.
- Understand descriptive analytics for business insights.
- Analyze key performance indicators for decision-making.
- Build confidence in data interpretation and reporting.
- Improve logical reasoning through data-driven analysis.
- Recognize the role of analytics in business intelligence.
- Evaluate data quality and reliability.
- Enhance analytical thinking for operational improvements.
- Understand reporting frameworks and the basics of data visualization.

Targeted Competencies

Participants will gain the following competencies during the Fundamentals of Data Analytics, Interpretation & Simple Measures of Data program:

- Data classification and organization.
- Basic statistical calculations.
- Trend analysis and pattern recognition.
- Data interpretation for reporting.
- Performance measurement understanding.
- KPI analysis skills.
- Analytical problem-solving techniques.
- Data quality assessment.
- Simple forecasting logic.
- Evidence-based decision support.
- Understanding of descriptive data models.
- Business data communication skills.

Studying Scenarios

In this Fundamentals of Data Analytics, Interpretation & Simple Measures of Data training, participants develop skills through the following scenarios:

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- Analyzing monthly sales reports to identify trends.
- Measuring employee productivity through performance data.
- Reviewing customer satisfaction survey results.
- Comparing financial performance indicators over time.
- Identifying operational inefficiencies using data patterns.
- Evaluating marketing campaign results with analytics.
- Assessing risk indicators in project reports.
- Using data interpretation for business planning.

Course Content

Unit 1: Introduction to Data Analytics Fundamentals

- Definition and scope of data analytics.
- Importance of data analysis in modern organizations.
- Types of data: structured and unstructured data.
- Qualitative and quantitative data concepts.
- Understanding business intelligence and analytics integration.
- The role of data in decision-making processes.
- Fundamentals of data-driven strategies.
- Common applications of analytics in industries.

Unit 2: Data Collection, Organization, and Preparation

- Methods of data collection in organizations.
- Primary and secondary data sources.
- Internal and external data sources.
- Principles of accurate data entry.
- Data cleaning and preprocessing concepts.
- Identifying incomplete and inconsistent data.
- Organizing datasets for analysis.
- Preparing data for reporting and visualization.

Unit 3: Simple Measures of Data and Statistical Foundations

- Understanding measures of central tendency.
- Calculating mean, median, and mode.
- Understanding range and data spread.
- Basics of variance and standard deviation.
- Measuring frequency distributions.
- Percentages and ratio analysis.
- Interpreting simple probability concepts.
- Using descriptive statistics in reports.

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Unit 4: Data Interpretation and Trend Analysis

- Reading data tables and dashboards.
- Identifying trends and patterns in data.
- Understanding seasonality in datasets.
- Detecting anomalies and outliers.
- Comparative analysis methods.
- Correlation and relationship identification.
- Performance trend monitoring.
- Translating data into business insights.

Unit 5: Practical Applications of Data Analytics in Business

- Applying data analytics in financial reporting.
- Measuring customer behavior analytics.
- Operational performance measurement.
- HR data analysis for workforce planning.
- Marketing data interpretation and campaign optimization.
- KPI development and tracking systems.
- Risk analysis using business datasets.
- Creating analytical reports for management decisions.

Final Insights & Key Takeaways

Understanding the fundamentals of data analytics enables professionals to transform raw information into meaningful insights for better decision-making. Mastering simple data measures and interpretation techniques strengthens organizational performance, improves forecasting accuracy, and supports long-term strategic growth.