



Analyze and visualize data for business decision making.

Data Analytics for Managers

Data is one of your company's most valuable assets. Learn to analyze data to make impactful business decisions.

Analyzing data to find issues, timely insights, and opportunities is now a critical part of many job roles. Leveraging data effectively can create a significant competitive advantage. Beyond the analysis, managers must also be able to effectively present and communicate findings in visually compelling ways.

Learn to perform robust data analysis and visualization in Davenport University's Data Analytics for Managers. Experience interactive classes and hands-on projects for analyzing and interpreting data to understand business performance, impact, and trends.

After completing this program, you will:

- Perform fundamental data analysis
- Get and transform data for decisions
- Visualize data and analyze data with formulas, functions, and PivotTables
- Present visual insights with dashboards
- Perform statistical analysis
- Model and analyze data with Power Pivot
- Present insights with dashboards and reports

To learn more, visit or call:

davenport.edu/ipex/management | (616) 233-2589

Topics

Data Analysis Fundamentals & Visualizing Data

- Introduction to Data Science
- Create and Modify Tables
- Sort and Filter Data
- Visualize Data with Charts
- Modify and Format Charts

Analyzing Data with Formulas & Functions

- Analyze Data with Formulas and Named Ranges
- Analyze Data with Functions
- Implement Data Validation, Forms, and Controls
- Create Conditional Visualizations with Lookup

Analyzing Data & Presenting Visual Insights

- Create a PivotTable
- Analyze PivotTable Data
- Visualize Data with PivotCharts
- Filter Data Using Slicers and Timelines
- Create a Dashboard

Transforming Data

- Create Map Charts
- Customize Map Charts
- Visualize Trendlines
- Visualize Sparklines
- Analyze Data with the Data Analysis ToolPak

Getting and Transforming Data

- Connect to Data with Queries
- Clean and Combine Data
- Shape and Transform Data
- Perform Advanced Data Analysis and Visualization

Presenting Insights with Reports

- Plan and Create a Report
- Identify Trends
- Create forecasts

Who Should Attend

This program is designed for any professional interested in leveraging data for decision making. To ensure success, participants should have baseline skill using Microsoft Excel worksheets.

Cost

\$595

Includes learning materials and digital lab.



Davenport University's Institute for Professional Excellence is authorized by IACET to issue CEUs for each course.