

Turn data into insight. Make smarter decisions.

Practical Data Analytics Skills

Practical 6-week Data Analytics Course

This hands-on course gives you the practical skills to understand and use data, apply analytics methods, create clear insights and communicate them with confidence in a way that leads to reliable actions. From spreadsheets to dashboards.



- ✓ Apply data analytics systematically
- ✓ Understand, analyze and interpret data
- ✓ Spot common pitfalls and misleading metrics
- ✓ Build meaningful data models
- ✓ Choose and apply the right methods and tools
- ✓ Visualize insights, tell stories and drive action



Goals & Results

How?

Build the Skills to Turn Data into Actions

Module 1: **Data Analytics Foundations**

- Understand what data analytics is
- Identify key components and skills
- Translate business questions into data questions
- Dive into the data analytics pipeline

Module 2: **Data Understanding & Preparation**

- Understand data: type, structure, ...
- Assess data quality and usability
- Clean, transform and prepare data
- Choose suitable tools for preparation

Module 3: **Meaningful Data Models**

- Structure and connect relevant data
- Understand data model schemas and build useful data models
- Define KPIs and calculation logic

Module 4: **Analytics Methods & Use Cases**

- Structure data analytics methods
- Understand statistical and more advanced AI methods
- Apply selected methods to real business problems

Module 5: **Tools & Practical Application**

- Get a comprehensive tool overview
- Work with relevant tools on data preparation and modelling (Excel, PowerQuery, SQL, Python, ...)
- Build BI reports (PowerBI, ...)

Module 6: **Data Storytelling & Action**

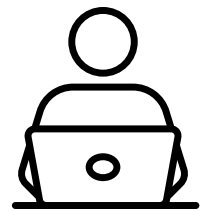
- Visualize insights clearly and build actionable dashboards
- Introduce data storytelling
- Turn analysis into actions
- Develop a practical use case



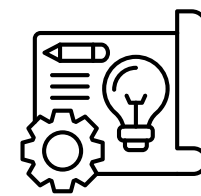
Organization & Formats



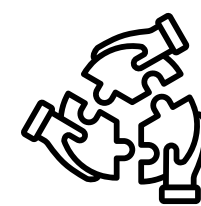
**6 Modules á
3 hours**



**In-person / remote sessions,
as preferred**



**Structured blueprints,
exercises & use cases**



**Group workshops, individual
coaching & exercises**

Your Trainer



Dr. Maximilian Reich

- Management consultant & Senior manager @ CTcon, Munich
- Associate audit digitalization @ EY, Frankfurt
- PhD Mathematics, TU Freiberg
- M.Sc. Applied Mathematics, TU Freiberg & Linnaeus University Sweden



- Experienced data scientist
- Extensive practical industry know-how
- Business consulting



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Start your journey now!

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