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## Short course | Lead with Insights

3rd level data literacy course for future-ready managers who want to drive cross-functional business impact through data

“  
Analytics On The Go for Business Managers!  
**Kailash Kothari, Sr. Manager, Product Management - Cisco IoT Cloud**



### WHO SHOULD TAKE THIS COURSE?

Are you fluent in thinking and acting with data and want to lead your cross-functional team with those Insights? Do you want to understand which projects to prioritize/vs not to drive the largest impact? Are you ready to leverage Predictive Analytics and Test-and-Learn along with Business Analytics to make better decisions? If so, 'Lead with Insights' will provide you with the necessary tools in your toolbox.



#### Do less, drive more impact

Learn how to lay an analytics plan to exceed your KPIs



#### Build data science skills

Understand when to use A/B testing and Predictive Analytics



#### Bring the Change

Drive data-driven decision making throughout your organization



#### Become an influencer

Convert your critical stakeholders into powerful supporters

## COURSE AT A GLANCE

Topic	Duration
How to lay an Analytics Agenda: Three key questions to ask	40 minutes
Introduction to Predictive Analytics	90 minutes
Introduction to test-and-learn (A/B Testing)	40 minutes
How to create impact in a cross-functional organization	45 minutes
How to hire and develop a data-driven team	25 minutes

POWERED BY  
BADIR™

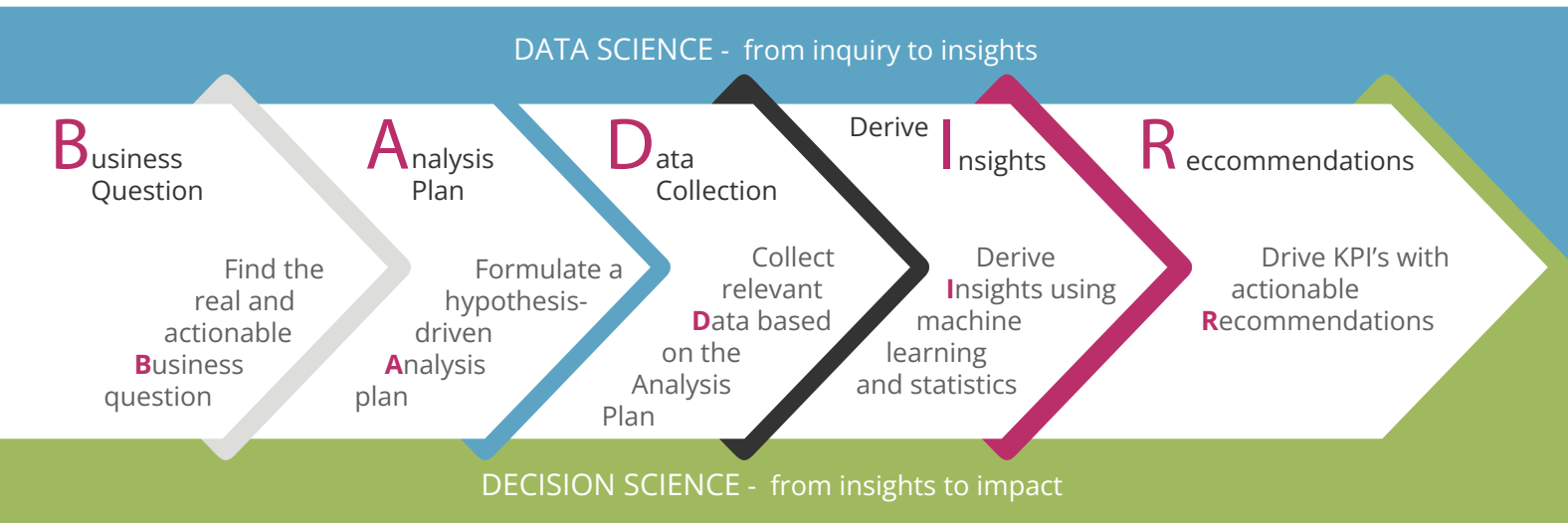
 3 hour coursework

 21 industry case | 6 reflection activity

 24/7 LinkedIn community

 Monthly mentoring

## What is BADIR?



## TOOLS AND METHODS

This 3rd level data literacy course is for managers, leaders, and analysts who want to lead with data and create a data-driven culture within the organization



Pre-requisites: Act with Data course

- 1 Analytics agenda
- 2 Predictive analytics
- 3 A/B testing
- 4 Cross-functional Influencing

## GET SKILLED

Interest in data science skills

Assess Analytics aptitude

Get hands-on training

Supported by community

Work on real-time project

1X1 coaching with experts

Professional Certificate

Get Hired

Drive ROI in current job

## THE ARYNG DIFFERENTIATOR



## ATTENDEES RECEIVE



A course completion  
merit badge

12 months of access to all course content  
and videos. Go back, pause, take notes, as  
many times as you like for 12 months

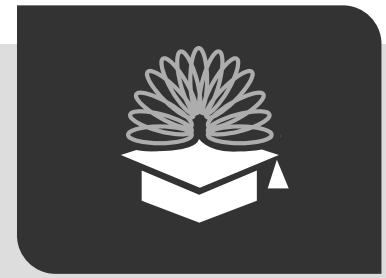
Templates, cheat sheets,  
and samples that help you  
take your training to your  
day-to-day workflow



Lifetime access to LinkedIn  
class group for continued  
learning and support



Group mentoring every month  
with Aryng experts



Flexible learning

## COURSE OPTIONS

Once you enroll, you will get immediate access to the online training content. You will receive information to enroll in the community and get updates about mentoring session. Training is done at your own pace. Mentoring sessions are scheduled over the web, via Skype or, by phone.

- ☐ 12 Months access (Access all throughout the year) ..... \$159
- ☐ One-day Free trial (Enroll now and get a glimpse of this course) ..... \$0

## ARYNG vs other programs

	Masters or diploma courses	Learning platform courses	Aryng
Job-ready, hands-on training	✗	✗	✓
Focused on solving real Business problem for industry	Rare	Marginal	✓
Learning of end-to-end process of Data Science project	Modular	Modular	✓
Taught by analytics experts with Fortune 100 experience	✗	Rare	✓
Technical as well as non-technical (business / soft skills)	Rare	✗	✓
Lifetime access to live community of fellow learners	✓	Rare	✓
1-on-1 access to Data Science expert instructions	✓	Rare	✓
Flexible, self-placed, online courses	✗	✓	✓
Industry-recognized certification	Accredited	Inconsistent	Professional Certification
Cost	\$\$\$\$\$	\$/free	\$

**Piyanka Jain, *Bestselling author and President & CEO of Aryng***

Piyanka is the author of the Amazon bestseller book *Behind Every Good Decision* and is a well-regarded industry thought leader in analytics, keynoting at business and analytics conferences including Predictive Analytics World, Data Science Summit, TDWI Big Data Conference, Google Analytics User Conference, Business Performance conference on data driven decision making in an organization.

With her 15+ years of experience in analytics, she has had 180M+ demonstrated impact on business. Her prior roles include the head of NA Business Analytics at PayPal and senior marketing analytics position with Adobe.

**Detailed profile:** <http://www.linkedin.com/in/piyanka>  
**Forbes blog post:** <http://blogs.forbes.com/piyankajain/>

## FAQs



1. **How long does it take to complete the courses?**  
This course is just 3 hours long with self-paced online lectures.
2. **What background knowledge is necessary to take specific courses?**  
You will need to have a working knowledge of Excel, a knack for storytelling, and good critical thinking skills.
3. **What software will I need to complete the exercises and case?**  
You will need MS Excel
4. **What if I am unhappy with the course?**  
We would never want you to be unhappy! If you are unsatisfied with your purchase, contact us within the first 2 days of joining or before completing 20% of the course, whichever is earlier, and we will give you a full refund.
5. **Will I get a certificate for completing the course?**  
Yes, you will get a certificate of completion after finishing all the modules in the course.
6. **Is there a reading list for the courses?**  
Yes, we recommend “Behind Every Good decision” as a reference guide. Additionally, you may receive an individual course reading list at the beginning of class. We also recommend joining the Facebook class page to get the current reading list and check out blogs and videos to keep abreast with the latest in analytics.
7. **What do I do if I have questions while going through the training?**  
If you have logistical issues while taking the course, please email [support@aryng.com](mailto:support@aryng.com) or call 408.412.7279 right away. If you have analytics-related questions, we recommend you use a mentoring package to spend 1-on-1 time with a senior Aryng expert. You can jot down your questions and get them all answered in a session or two at the end of your course.

## About ARYNG

Aryng is a Data Science consulting, training and advising company. Aryng's SWAT Data science team helps solve complex business problems, develop the company's Data DNA through Data Literacy programs and deliver rapid ROI using machine learning, deep learning, and AI.

### Our clients

