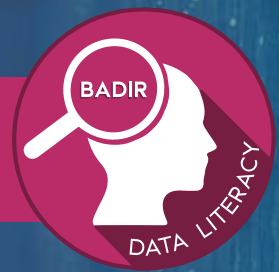# Hands-on A/B testing Course

Essential experimentation skills for the product, marketing, and analytics professional

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I was considering a shift from all-around B2B Marketing to a more ROI, data-driven Marketing role. I was not only fascinated by the business insights generated by my Business Intelligence colleagues, but I also came to realize that I would love to use my quantitative and analytical skills to their fullest. So, when Data Analysis came out as the skill needed to fill in the gap, it took me a good couple of weeks of an internet search to eventually choose Aryng´s Business Analytics and Testing online module. This online course is great. They dive into the dry statistical methods and apply them directly to real-life scenarios and cases, such as travel agencies, online gaming companies, e-commerce companies Umazon, and Shamzon. The hands-on Excel walk-throughs are a wonderful practical tool. The cases focus as much on the business briefing process and actionable recommendations rolling out from the analysis as they focus on the data handling and analysis itself. There is a brief reference to the tooling available when it comes to data warehouse management, reporting and visualization, and Marketing automation. Last, but not least, following these modules I got a context to place the data analysis as a very specific skill. Some of the online study hours I experienced were real consulting sessions with professionals in Big Data Analytics. They come with those do's and don'ts which are crucial to effectiveness in a role as a Data Analyst. I appreciate the fact that the Aryng team is accessible and responsive in the communication during the course. I warmly recommend the Aryng online courses.

Simona G ,Marketeer, Tellus

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WHO SHOULD TAKE THIS COURSE?

Are you an analyst or a product manager looking for experimentation skills to make data-driven decisions across your organization and to exceed your KPIs using these skills? Are you a business owner seeking to grow your business using the power of A/B testing? If so, the Hands-on A/B Testing course can provide the necessary applied analytics and experimentation skills as well as the assistance you need to energize and drive growth in your organization.

Become an A/B Testing rockstar
Learn full factorial experimentation design and analysis.

Get conclusive business results
Identify clear success metrics and criteria to test the new hypotheses

Drive significant impact
Learn to launch successful tests in a real-world scenario with constraints

Become an influencer
Become a thought partner to your stakeholders

COURSE AT A GLANCE

Topic	Duration
Introduction to Testing	26 minutes
A/B testing: Hands-on deep dive using marketing, product, and operations scenarios from a gaming company:	
▶ Get to the real business goal	30 minutes + exercises
▶ Layout an experiment plan	180 minutes + exercises
▶ Data Collection	14 minutes
▶ Derive insights utilizing the test results	80 minutes + exercises
▶ Make actionable recommendations	14 minutes + exercises
Capstone case simulation: Test your knowledge of business analytics with this capstone case from a large global commerce company with a revenue slowdown problem	3 hours of discussion + hands-on work + review of answers

POWERED BY BADIR™

6 weeks course | 2 hours/week
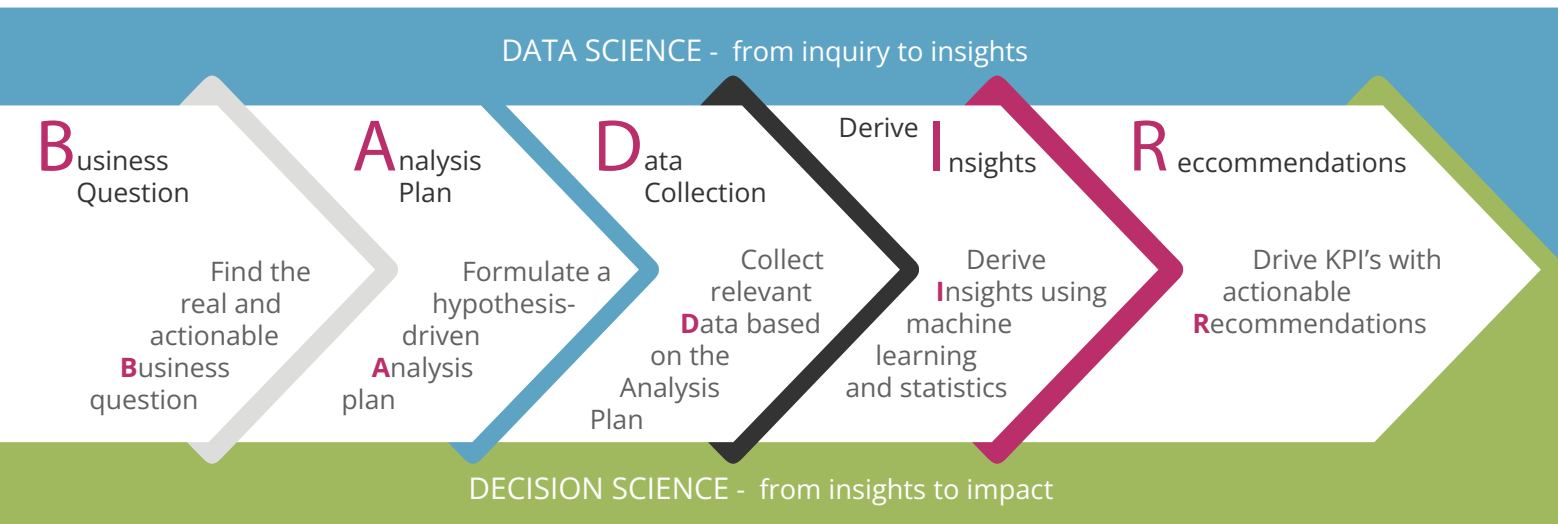
Solve 3 industry use cases with actual data

Experiment Design | 4 Test design and optimization methodology

Monthly mentoring

What is BADIR?

DATA SCIENCE - from inquiry to insights

Business Question — Find the real and actionable **B**usiness question

Analysis Plan — Formulate a hypothesis-driven **A**nalysis plan

Data Collection — Collect relevant **D**ata based on the Analysis Plan

Derive **I**nsights — Derive **I**nsights using machine learning and statistics

Recommendations — Drive KPI's with actionable **R**ecommendations

DECISION SCIENCE - from insights to impact

TOOLS AND METHODS

This end-to-end experimentation course uses MS Excel and the hypothesis-driven BEDIR approach to design and implement successful experiments to optimize the product, marketing, and customer experience. Methodologies include

Pre-requisites: Basic of Excel | BADIR - Hands-on Business Analytics

1	Full Factorial
2	Full Factorial with business constraints
3	Taguchi optimization
4	Fractional Factorial

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

Drive ROI in current job

Get Hired

THE ARYNG DIFFERENTIATOR

Aryng

ATTENDEES RECEIVE

Aryng
Certificate of Completion

A Certificate of Completion
-Social media ready

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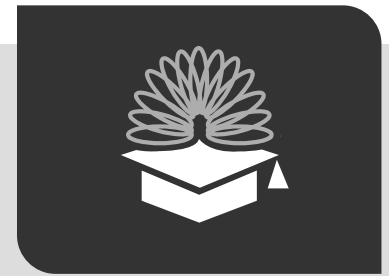many times as you like for 12 months

Cheat sheets,
downloads and templates

Group Mentoring every
month with Aryng experts

Lifetime access to the LinkedIn
class group for continued
learning and support

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) ----------------------------------- $899

○ One-day Free trial (Enroll now and get a glimpse of this course) -------------------- $0

ARYNG vs other programs

	Masters or diploma courses	Learning platform corses	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/

Ramkumar Ravichandran

As the head of analytics and testing, Ram is responsible for enabling a data-driven decision-making culture. His team's value propositions span strategy enablement, execution optimization, and impact augmentation with the analytics value chain framework for stakeholders across product, marketing, and relationship management. His critical focus areas are conversion rate optimization, customer lifecycle management, and strategy analytics. A fervent believer in the power of data, Ram understands the importance of iterative learning and a growth mindset.

FAQs -------------------

1. **How long does it take to complete the courses?**
   This course consists of 6 sections each with 2 hours of self-paced online lectures. In addition, you will spend 2 to 4 hours/section on class assignments.

2. **What background knowledge is necessary to take specific courses?**
   You will need to have a working knowledge of Excel, high school level statistics, a passion for learning data, and a knack for storytelling. You must also score 12 or higher in the Aryng's Aptitude Assessment. It is also recommended that you take the Hands-on Business Analytics course.

3.

4. **What software will I need to complete the exercises and case?**
   You will need MS Excel with data pak loaded and MS PowerPoint to complete the course successfully.

   What if I am unhappy with the course?

5. 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.

6. **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.

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 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