

Hands-on Business Analytics Course

Essential analytics and data science skills for product, marketing, analyst and sales professionals

As an inventory control buyer with a strong interest in further pursuing the analytical side of the business, I found the Aryng's Hands-On Business Analytics program very beneficial. The principles and framework taught, gave me the confidence to trust in my decisions and the hands on exercises provided me with the skillset to apply my learnings to real world situations and further solidified that analytics was the right career path for me. The online training afforded me the scheduling flexibility I needed at a cost I could afford. I would highly recommend this program for anyone looking to change career paths and looking for a timely, flexible and cost effective means of doing so.

Jody M., Inventory Control Buyer, Cuddledown



WHO SHOULD TAKE THIS COURSE?

Are you a marketer looking to get better ROI from your marketing spend? Or a product manager hoping to delight customers with better features and user experiences? Have you been asked by your leadership to make a case for funding your feature set or marketing campaign? Are you a business owner seeking to grow your business using the power of data? If so, the Hands-on Business Analytics course can provide the skills and assistance you need to energize your organization with data-driven decisions.



Solve 80% of business problems

Learn 4 key analytics methods to solve crucial business problems



Influence to drive business impact

Learn decision science skills to ensure your insights drive action



Focus on projects that drive KPI

Learn how to lay an analytics agenda to impact the key driver metrics



Successfully engage with data scientists

Learn advanced methods & effective engagement models with analytics

COURSE AT A GLANCE

Topic	Duration
Introduction to the Analytics landscape	30 minutes
Statistics 101: Aggregate analysis and correlation analysis	30 minutes
Winery case exercise: Overview of BADIR™ analysis framework	60 minutes + exercise
Introduction to predictive analytics	90 minutes
Introduction to test-and-learn (A/B testing)	40 minutes + exercise
Competing on analytics: Three key questions to ask	40 minutes
Business analytics: Hands-on deep dive using marketing, product and operations scenarios from a pet product company and a gaming company	
▶ Get to the real business question	30 minutes + exercises
▶ Lay out an analysis plan	45 minutes + exercises
▶ Data collection based on hypotheses	20 minutes
▶ Derive insights using the recipe	90 minutes + exercises
▶ Make actionable recommendations	25 minutes + exercises
Top 20 metrics for your business	20 minutes + exercises
Excel power tips	20 minutes + exercise
How to create impact in a cross-functional organisation	25 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	6 hours of discussion + hands-on work + review of answers

POWERED BY
BADIR™



8 weeks course | 2 hours per week



Solve 4 industry use cases with real data



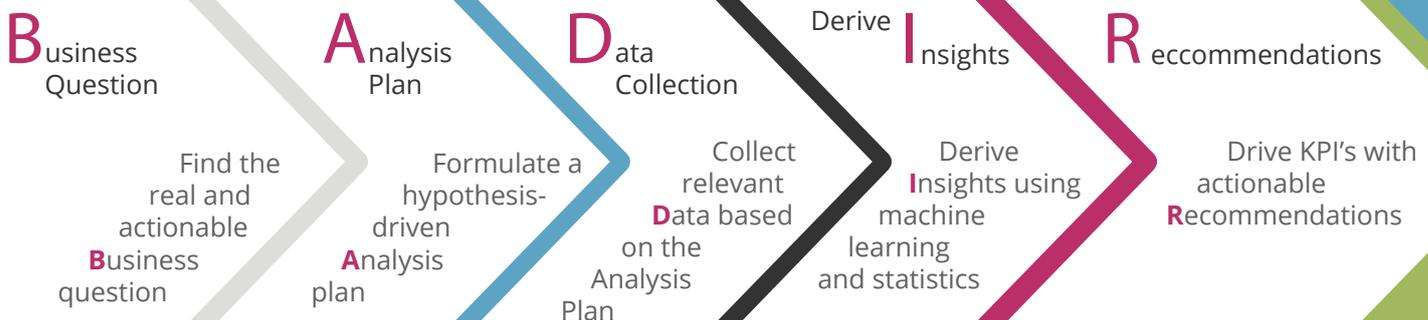
Statistics 101 | 4 key data science methods



Monthly mentoring | 24/7 LinkedIn community

What is BADIR?

DATA SCIENCE - from inquiry to insights



DECISION SCIENCE - from insights to impact

TOOLS AND METHODS

This foundational analytics course uses MS Excel and hypothesis-driven BADIR approach to address the 4 most common business analytics methods



Pre-requisites: Basics of Excel, high school level statistics

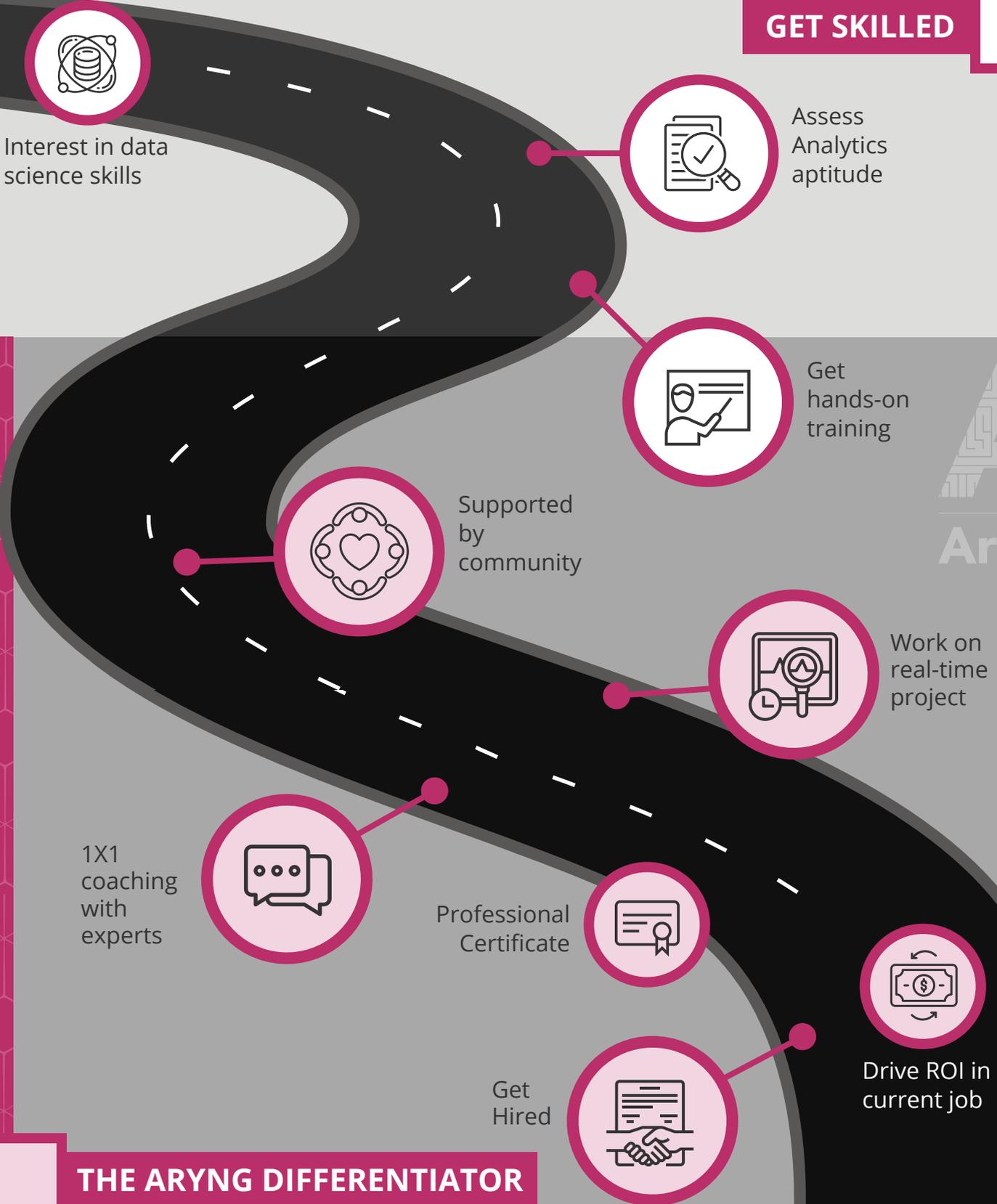
1 Aggregate analysis

2 Trend analysis

3 Correlation analysis

4 Sizing/estimation

GET SKILLED



THE ARYNG DIFFERENTIATOR

ATTENDEES RECEIVE



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



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) \$1,599
- 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

\$\$

INSTRUCTORS

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 consists of 8 sections each with 2 hours of self-paced online lectures. In addition, you will spend 2-4 hours/section on class assignments and your capstone case.

2. What background knowledge is necessary to take specific courses?

You need a working knowledge of Excel, a passion for learning data and a knack for storytelling to take this course. You must also score 12 or higher on Aryng's Aptitude Assessment.

3. 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 Hands-on Business Analytics Training.

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. What is the Capstone Case Project?

At the end of the Hands-on Business Analytics course, you get to solve a business case from a real business scenario using the framework learned in the class. By the time you get to this case, you'll have already experienced each framework at least twice and will do this final practice on your own to assimilate your learning. The instructor will review the answer with you, so you can assess your performance on the case.

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. 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.

8. 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

