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## Hands-on Predictive Analytics Course

Advanced statistical modeling skills using R for data analysts and data scientists

Thank you for putting on this course. Being brand-new to coding and R, it was difficult for me personally, but your obvious mastery of the subject area and step-by-step BADIR methodology has given me hope that someday I can master it too.

**Paul Spiering, Retail Marketing and Merchandising Analyst, TBC Corporation**



### WHO SHOULD TAKE THIS COURSE?

Are you a Data Analyst or a Data Scientist looking to deepen your data science skills and to exceed your KPIs using these skills? Are you ready to learn how to use advanced statistics and become future-ready? If so, the 'Hands-on Predictive Analytics' course can provide the necessary applied analytics and predictive analytics skills as well as the assistance you need to energize and drive growth in your organization.



#### Develop data science expertise

Learn a step-by-step approach to building predictive models using R



#### Drive business impact

Build efficient predictive models and influence stakeholders to turn models into actions



#### Get more out of data

Learn feature engineering methods to drive more value out of data



#### Become an influencer

Become a thought partner to your stakeholders

## COURSE AT A GLANCE

Topic	Duration
Introduction to R + functions and libraries used for analysis in R	240 minutes + exercises
Modeling using R: Logistic Regression, Linear Regression, Decision Trees, and Model comparison techniques	90 minutes + exercises
Predictive Analytics: Hands-on BADIR using marketing, product, and operations scenarios from a bank:	
▶ Get to the real business question	30 minutes + exercises
▶ Lay out an analysis plan	70 minutes + exercises
▶ Data collection	15 minutes
▶ Derive insights using the test results	210 minutes + exercises
▶ Quantifying impact	11 minutes
▶ Make actionable recommendations	10 minutes
▶ Walkthrough the case simulation	70 minutes

POWERED BY  
BADIR™



7 weeks course | 2 hours/week



Solve 2 industry use cases with real data

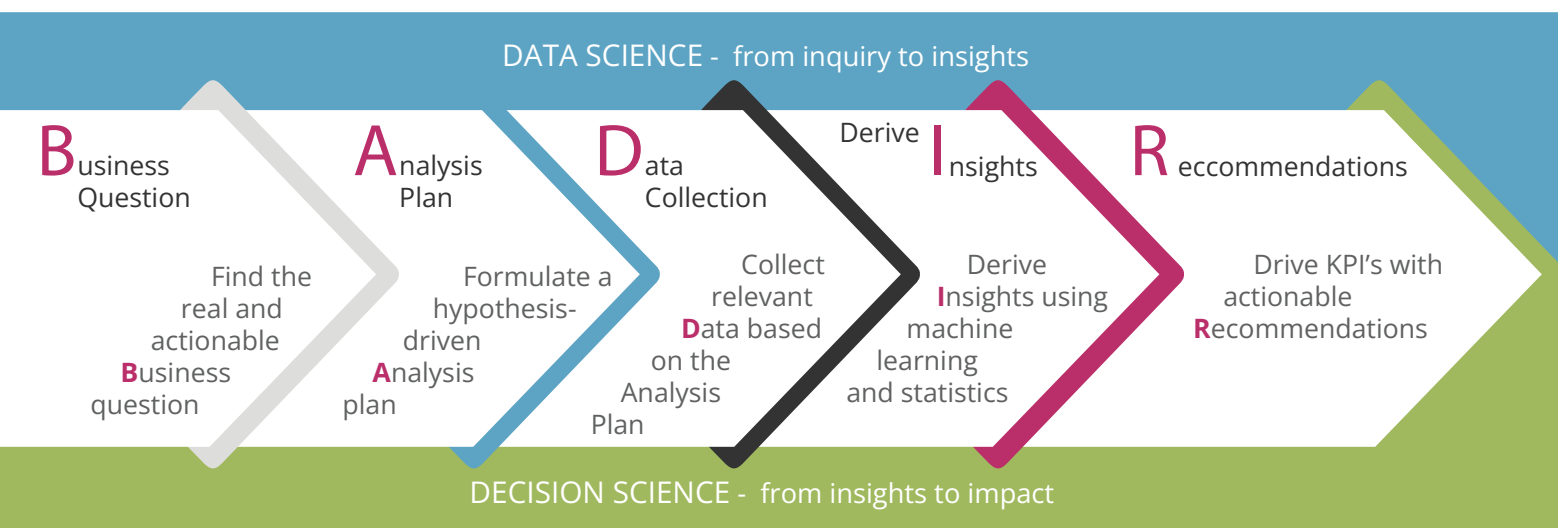


3 most commonly used predictive analytics technique



Monthly mentoring | 24/7 LinkedIn community

## What is BADIR?



## TOOLS AND METHODS

This course is an applied, hands-on predictive analytics course covering the most commonly used predictive analytics techniques in the business world, using R. Course includes



Pre-requisites: BADIR - Hands-on Business Analytics, Programming background

1 Linear regression

2 Logistic Regression

3 Decision Tree

4 Decision Science

## 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

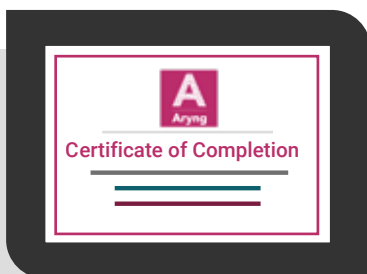
Get  
Hired

Drive ROI in  
current job

## THE ARYNG DIFFERENTIATOR



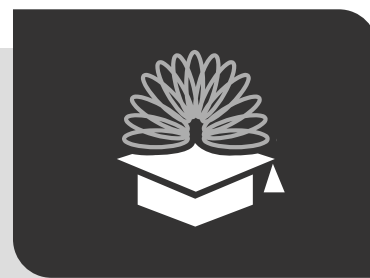
## ATTENDEES RECEIVE



A 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

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) ..... \$1,499
- ☐ 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/>

**Anantha Rao**

He is a passionate data scientist and trainer with deep expertise in machine learning and statistics. He has 20+ years of experience, driving impact through data holding key positions at Yahoo, Deloitte Consulting, and ACNielsen. He has an MBA from the Poddar Institute of Management.

## FAQs

**1. How long does it take to complete the courses?**

This course consists of 7 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 and the Hands-on A/B Testing courses.

**3. What software will I need to complete the exercises and case?**

You will need to have R studio loaded.

**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. 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

