



Digital Transformation and Innovation

Certificate in Data Analytics

Course Introduction

In the age of information, the ability to translate data into actionable insights is one of the most critical skills for professionals across industries.

BOOST's Certificate in Data Analytics is an intensive, hands-on training program that empowers participants to master the complete data analytics process — from data collection and cleaning to advanced analysis, interpretation, and storytelling.

Designed for both beginners and experienced professionals seeking practical expertise, this program provides a robust foundation in statistical thinking, data management, predictive modelling, and communication of findings to drive better decision-making.

Participants will work on real-world case studies, practical exercises, and end-to-end projects to build strong, applied analytics capabilities that can be immediately used to add value in any organization.

Target Audience

- Business analysts, marketing analysts, and finance professionals.
- Managers and decision-makers aiming to leverage data for better strategies.
- Consultants and entrepreneurs needing stronger data-driven skills.

Learning Objectives

- Understand the full data analytics lifecycle and its strategic value.
- Develop critical data wrangling, preparation, and cleaning skills.
- Apply exploratory data analysis (EDA) techniques to discover hidden patterns.
- Perform predictive analytics using regression, classification, and clustering.
- Master data-driven decision-making and storytelling techniques.

- Utilize essential analytics tools such as Excel, Power BI, and Python basics (optional module).
- Build a personal portfolio project to showcase analytics skills.

Course Outline

• DAY 01

Fundamentals of Data Analytics and Data Foundations

- Introduction to data analytics and its importance in modern organizations.
- The data analytics lifecycle: Ask → Prepare → Analyse → Share → Act.
- Types of data: Structured, semi-structured, and unstructured.
- Data sources, data quality, and data governance basics.
- Workshop: Setting up your first analytics project.

• Day 02

Data Preparation and Wrangling Techniques

- Techniques for collecting, cleaning, transforming, and validating data.
- Dealing with missing data, outliers, and anomalies.
- Introduction to SQL basics for data extraction.
- Data preparation best practices in Excel and Power Query.

• Day 03

Exploratory Data Analysis (EDA) and Statistical Thinking

- Introduction to descriptive statistics: Mean, median, standard deviation, etc.
- Visualizing data patterns with charts, graphs, and pivot tables.
- Correlations, distributions, and identifying trends.
- Introduction to hypothesis testing and basic inferential statistics.

• Day 04

Predictive Analytics and Introduction to Machine Learning Concepts

- Understanding supervised vs. unsupervised learning.

- Building predictive models: Linear regression, decision trees, clustering basics.
- How predictive analytics drives business value.
- Introduction to Power BI for data modelling and visualization.
- Case Study: Build a simple predictive model to forecast business outcomes.

• **Day 05**

Data Storytelling, Decision-Making, and Portfolio Project

- Principles of effective data storytelling and visualization.
- Crafting narratives that drive decisions.
- Communicating findings to non-technical audiences: Executive reporting essentials.
- Final Project: Analyse a real-world dataset from start to finish.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 26, 2025	May 30, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 25, 2025	Aug. 29, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Oct. 26, 2025	Oct. 30, 2025	5 days	4250.00 \$	KSA - Riyadh
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 \$	UAE - Dubai
June 16, 2025	June 20, 2025	5 days	4250.00 \$	UAE - Dubai