

About AcceleratED

Will you have a career in 10 years? The pace of change in the job market is accelerating. Many jobs that were once considered secure are now at risk of being redundant. To remain competitive in such a dynamic environment, it's essential to stay ahead of the curve and ensure that your skills and knowledge are always up-to-date.

Our mission at AcceleratED is to future-proof your career so that you're able to thrive in a digital-first workplace. We empower career professionals like you with the skills and resources to stay ahead of the curve in today's rapidly changing job market, so that your career is safe and secure, today and in the future.

AcceleratED is a career accelerator by the Africa Digital Media Institute. Our programs are designed to accelerate professional development and future-proof your career. Whether you're an individual looking to boost your employability prospects or a business leader who wants to create a competitive brand and build a future-fit team, our innovative programs will make all the difference.



Mode Of Study

This is a hybrid course that offers a combination of both online and in-person teaching. This unique approach to learning allows you to experience the benefits of both traditional classroom instruction and the flexibility of remote learning.

Fees

 KES 50,000

Contact us

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Building a future-fit workforce.

DATA ANALYSIS



Why Data Analysis?

→ Stay Ahead of the Curve

With the rise of big data and data-driven decision making, professionals who are skilled in Data Analysis will be better equipped to adapt to changes in their industry and stay ahead of the curve.

→ Data-driven Decision Making

Data Analysis provides you with the tools and techniques necessary to make informed decisions based on facts and evidence, rather than intuition or guesswork.

→ Identify Opportunities and Risks

This course will help you identify opportunities and risks in your business or industry by analyzing trends, patterns, and correlations in data.

→ Improve Customer Experience

By analyzing customer data, you will gain valuable insights into customer behavior, preferences, and needs, and use this information to improve the customer experience and increase customer loyalty.

→ Develop New Products or Services

The customer insights provided by data can be used to develop new products or services that better meet customer needs.

→ Competitive Advantage

Data Analysis provides a competitive advantage by uncovering insights and trends that can be used to improve products, services, or marketing strategies.



What you will learn:

This data analysis course for professionals is designed to equip you with the skills to examine information using data analysis tools and provide valuable insights for your organization. By the end of this comprehensive course, you will have gained hands-on experience with core data analyst tasks such as formulating questions, gathering and cleaning data, analyzing data, and presenting insights. Here are some of the key learning outcomes you can expect from this course:

- The ability to formulate relevant and impactful research questions.
- Proficiency in using tools such as spreadsheets and SQL for data analysis.
- The ability to gather, clean, and analyze different types of data using appropriate tools and techniques.
- A comprehensive understanding of fundamental statistics definitions and concepts.
- The ability to communicate findings and insights through data storytelling in reports and presentations.
- Familiarity with data ethics and best practices for working with data.
- Experience working on a data analysis project from start to finish.
- Confidence in making data-driven decisions and providing valuable insights for an organization.
- The ability to identify and address data biases and limitations.
- Improved critical thinking and problem-solving skills related to data analysis.

Unlock The Power Of Data

In today's data-driven world, the ability to gather, analyze, and interpret data is a crucial skill for any business professional looking to advance their career. Our course is designed to provide you with the essential skills and knowledge you need to become a successful data analyst.

Through project-based learning, you will gain hands-on experience in core data analyst tasks, including formulating questions, gathering data, cleaning data, analyzing data, and presenting insights. You will also create your own research question to address using data analysis, which will allow you to apply the concepts and techniques you learn in the course to a real-world problem.

Our course covers fundamental statistics definitions, data analysis methods, data ethics, data types, and data cleaning techniques, providing you with a solid foundation in data analysis.