



Consulting and Training | Reach New Heights

Course Name

Advanced Data Analysis and Data Mining for Insights

Sector Name

Digital Transformation and Innovation

Document Type

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Advanced Data Analysis and Data Mining for Insights

Course Introduction

Data visualization is only as valuable as the insights it represents. This program focuses on advanced data analysis and data mining techniques to extract actionable insights that inform decision-making. Participants will learn to analyze large datasets, detect patterns, and prepare data for visualization in dashboards and reports.

The course emphasizes practical application using Python, SQL, and analytical methods to prepare high-value insights for business dashboards. Participants will learn to bridge advanced analytics and visualization to maximize impact.

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Advanced Data Analysis and Data Mining for Insights

Target Audience

- ✓ **Senior Data Analysts / Advanced Analysts**
- ✓ **Business Intelligence (BI) Analysts (Advanced Level)**
- ✓ **Analytics Consultants**

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Advanced Data Analysis and Data Mining for Insights

Learning Objectives

- ✓ Perform advanced data cleaning, preprocessing, and transformation.
- ✓ Apply data mining techniques to identify patterns and trends.
- ✓ Conduct statistical and predictive analysis to support decision-making.
- ✓ Prepare insights and outputs optimized for dashboard visualization.
- ✓ Integrate analytical findings into actionable business recommendations.

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Advanced Data Analysis and Data Mining for Insights

Course Outline

✓ DAY 01

Data Preparation and Cleaning

- ✓ Handling missing, inconsistent, and outlier data
- ✓ Data normalization, scaling, and transformation
- ✓ Structuring datasets for analysis and visualization
- ✓ Feature selection and engineering for insights
- ✓ Hands-on exercises with Python and Pandas

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Course Outline

✓ Day 02

Exploratory Data Analysis (EDA)

- ✓ Visualizing distributions, relationships, and trends
- ✓ Correlation analysis and identifying key variables
- ✓ Outlier detection and anomaly identification
- ✓ Interactive EDA with Plotly and Seaborn
- ✓ Case study: uncovering hidden insights from a dataset

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Course Outline

✓ Day 03

Data Mining Techniques

- ✓ Clustering (K-Means, Hierarchical) for pattern detection
- ✓ Classification and regression for predictive insights
- ✓ Association rule mining for identifying relationships
- ✓ Dimensionality reduction for complex datasets

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Course Outline

✓ Day 04

Statistical and Predictive Analytics

- ✓ Hypothesis testing and significance analysis
- ✓ Predictive modeling with Python (scikit-learn)
- ✓ Model evaluation metrics and validation techniques
- ✓ Using insights to guide business decisions
- ✓ Preparing outputs for dashboard visualization

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Course Outline

✓ Day 05

From Analysis to Actionable Dashboards

- ✓ Translating analytical findings into dashboard KPIs
- ✓ Visualizing predictive and clustering results
- ✓ Combining multiple analysis outputs into one dashboard
- ✓ Interactive storytelling using Python and Power BI

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 25, 2027	April 29, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 4, 2027	Oct. 8, 2027	5 days	2150.00 \$	Virtual , Online
Aug. 16, 2027	Aug. 20, 2027	5 days	4250.00 \$	UAE , Dubai
March 29, 2027	April 2, 2027	5 days	4950.00 \$	Turkey , Istanbul

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