



Analytics Value Training

Become a Data Analytics Professional ready for today's data-driven economy

One-year program | Hands-on | 10 virtual training days

Learn how to get the best value from analytics. Work with your own cases and benefit from the expertise of industry thought leaders.

The Analytics Value Training (AVT) takes you from the fundamentals to the advanced concepts of analytics, regardless of your choice of software. It covers the different components and techniques required to succeed and create real value with analytics.

How you can benefit

Benefits for the individual

- Anchor the analytics mindset
- Gain critical skills to succeed in the analytics economy
- Define your personal analytics success skills
- Combine soft skills, hard skills for analytics and technology in your learning journey
- Network and share skills with peers
- Learn in a flexible format

Benefits for the organization

- Create analytical thinking in your workforce
- Own defined business issues supporting the analytics operation
- Industry and/or domain analytics value focus
- Design skill sets between teams
- Talent management for analytics professionals
- Cost- and time-efficient learning

Learn from industry thought leaders

To ensure the best possible training program, we have partnered with different experts in the field to create an ecosystem around the value of analytics. The faculty comprises industry thought leaders sharing the same passion, vision and commitment for the value of analytics.

Who should attend

The program is aimed at people who are interested in learning and applying industry-proven analytics methods and models and who work at the interface between business and IT.

Business Managers/Decision Makers - who want to bring analytics value to their teams/organizations.

Business Analysts - who have a strong insight into the business of their organization and interest in data analytics.

Data Scientists/Statisticians - who have a strong mathematical background and interest in business and communication.

IT Professionals - who have a strong technical background and interest to understand business and data analytics and how it works together.

"Now that my colleagues have a stronger theoretical background, I have a sounding board and better support for driving the change necessary to reach goals in our organization."

Mattias Andersson - Head of CRM Analytics - Scandinavian Airlines

What you learn

Knowledge

- Define value created by analytics in organizations
- Identify suitable advanced analytical techniques
- Recognize necessary data for each task
- Match relevant data for specific analytics

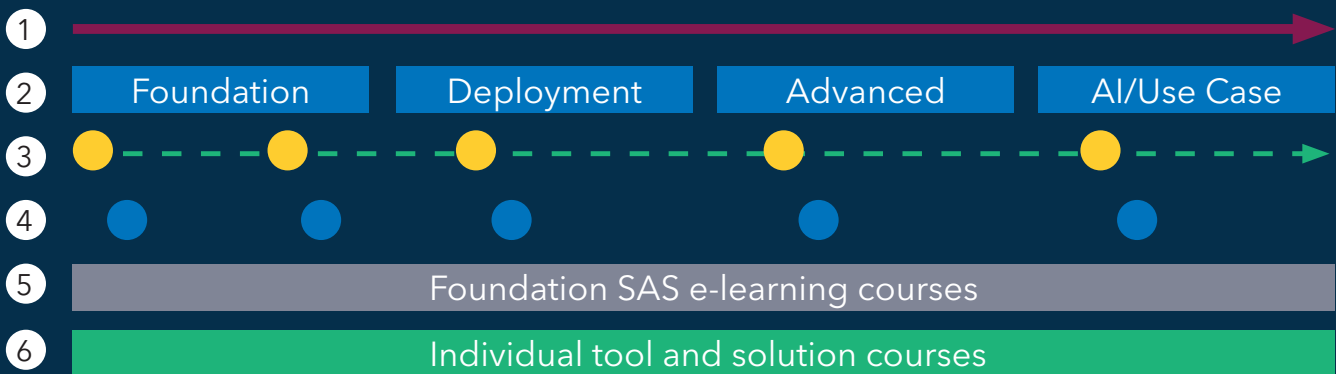
Skills

- Apply analytical techniques
- Develop analytical models
- Perform business analytics
- Compare different solutions/models

Abilities

- Communicate analytics value in different contexts
- Present solutions in a straightforward way
- Define analytics problem clearly

Analytics Value Training Framework



1. **Program duration:** 8 to 12 months (change of behavior, establish the mindset of Analytics and lifelong learning).
2. **Modules:** Analytics foundation, advanced techniques and framework, business value incl. models and communication skills.
3. **AVT Foundations:** 5 virtual session days; Theory of the 4 key models for analytics success. Complete the program with an exam (written test). Self-paced learning between sessions.
4. **AVT Hands-on:** 5 virtual practice and hands-on session days. In the Analytics Learning LAB, attendees apply the key models on their own use case.
5. **Foundation SAS e-learning** courses are included in the program.
6. **Individual critical technology skills:** Attendees get the opportunity to dig deeper into analytics tools and solution technics. The tool training will be based on your business needs, specific role and how/if you work with SAS. This part of the program is optional.

Are you interested? Please contact your local SAS Education contact or send an email to training-emea@sas.com.

More information, start dates and registration on www.sas.com/avt