Data Analysis Masterclass: Visualization & Advanced Stats

27 September – 1 October 2027
Amsterdam (Netherlands)



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Ref: 322398_198014 **Date:** 27 September – 1 October 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5900 GBP

Why This Course

Data analysis has become a core capability for professionals who need to understand complex information, uncover patterns, and support better decision-making. As organizations depend more on data to improve performance, forecast outcomes, and identify opportunities, the ability to combine analytical thinking, statistical methods, visualization, and predictive modeling is increasingly valuable.

This intensive 1-week Data Analysis Masterclass is designed to help participants build advanced practical skills in data visualization, statistical analysis, machine learning, and modern analytical techniques. Through hands-on exercises, real-world datasets, case studies, and a final capstone project, participants will learn how to clean and explore data, create meaningful visualizations, apply statistical methods, build predictive models, and communicate insights clearly to different audiences.

What You'll Learn and Practice

By joining this program, you will:

- Master advanced data visualization techniques using industry-standard tools.
- Apply data cleaning, preprocessing, and exploratory data analysis methods.
- Create interactive, dynamic, multidimensional, and geospatial visualizations.
- Use data storytelling techniques to communicate insights effectively.
- Apply descriptive and inferential statistics to support analysis.
- Use probability distributions, sampling methods, hypothesis testing, and confidence intervals.
- Apply regression and correlation analysis to understand relationships in data.
- Develop practical knowledge of machine learning and predictive modeling.
- Use supervised and unsupervised learning techniques for analytical problems.
- Evaluate and validate models using appropriate performance methods.
- Apply time series analysis, forecasting, text mining, and natural language processing.
- Understand ethical considerations in data analysis and responsible insight generation.



The Program Flow

Day 1: Foundations of Data Analysis and Visualization

- Understand the complete data analysis workflow from problem definition to insight delivery.
- Apply data cleaning and preprocessing techniques to improve data quality.
- Use exploratory data analysis to identify patterns, trends, outliers, and relationships.
- Understand the fundamentals of data visualization and visual interpretation.
- Prepare datasets for reliable analysis and presentation.

Day 2: Advanced Data Visualization Techniques

- Create interactive and dynamic visualizations for deeper data exploration.
- Apply multidimensional visualization techniques to complex datasets.
- Use geospatial visualization to analyze location-based patterns and trends.
- Apply best practices for visual design, clarity, and audience relevance.
- Build data stories that connect visuals to business decisions and recommendations.

Day 3: Statistical Analysis and Hypothesis Testing

- Apply descriptive statistics to summarize and understand datasets.
- Use inferential statistics to draw conclusions from sample data.
- Understand probability distributions and sampling methods.
- Apply hypothesis testing and confidence intervals to support evidence-based decisions.
- Use regression analysis and correlation to examine relationships between variables.

Day 4: Machine Learning and Predictive Modeling

- Understand the foundations of machine learning and its analytical applications.
- Apply supervised learning techniques for prediction and classification.
- Explore unsupervised learning techniques for pattern discovery and segmentation.
- Evaluate and validate models using suitable performance measures.
- Use feature selection and dimensionality reduction to improve model quality.

Day 5: Advanced Analytical Techniques and Real-World Applications

- Apply time series analysis and forecasting to predict future trends.
- Explore text mining and natural language processing for unstructured data.
- Understand big data analytics and distributed computing concepts.
- Discuss ethical considerations in data analysis, privacy, and responsible use.
- Complete a capstone project applying learned techniques to a real-world problem.



Individual Impact

- Build confidence in handling complex data analysis challenges.
- Strengthen skills in advanced visualization, statistical analysis, and predictive modeling.
- Improve the ability to choose the right analytical method for different scenarios.
- Gain practical experience with real-world datasets and analytical workflows.
- Enhance critical thinking, problem-solving, and insight communication skills.

Work Impact

- Improve data-driven decision-making through stronger analysis and interpretation.
- Support better forecasting, reporting, and performance improvement initiatives.
- Help teams uncover trends, risks, opportunities, and hidden patterns in data.
- Strengthen the organization's analytical maturity and practical use of data.
- Improve communication of insights across technical and non-technical audiences.

Training Methodology

This program combines advanced analytical concepts with practical implementation through:

- Hands-on exercises using real-world datasets.
- Guided data cleaning, exploration, and visualization activities.
- Statistical analysis and hypothesis testing workshops.
- Machine learning and predictive modeling practice sessions.
- Case studies focused on real business and analytical challenges.
- Capstone project for applying the full data analysis workflow.

Beyond the Course

Upon completion, participants will be able to:

- Create a portfolio of advanced data visualizations and analytical projects.
- Apply appropriate statistical methods to different data scenarios.
- Use popular data analysis tools and programming languages with greater confidence.
- Build, evaluate, and interpret predictive models.
- Communicate data-driven insights clearly to diverse audiences.
- Solve complex data challenges using structured analytical thinking.

