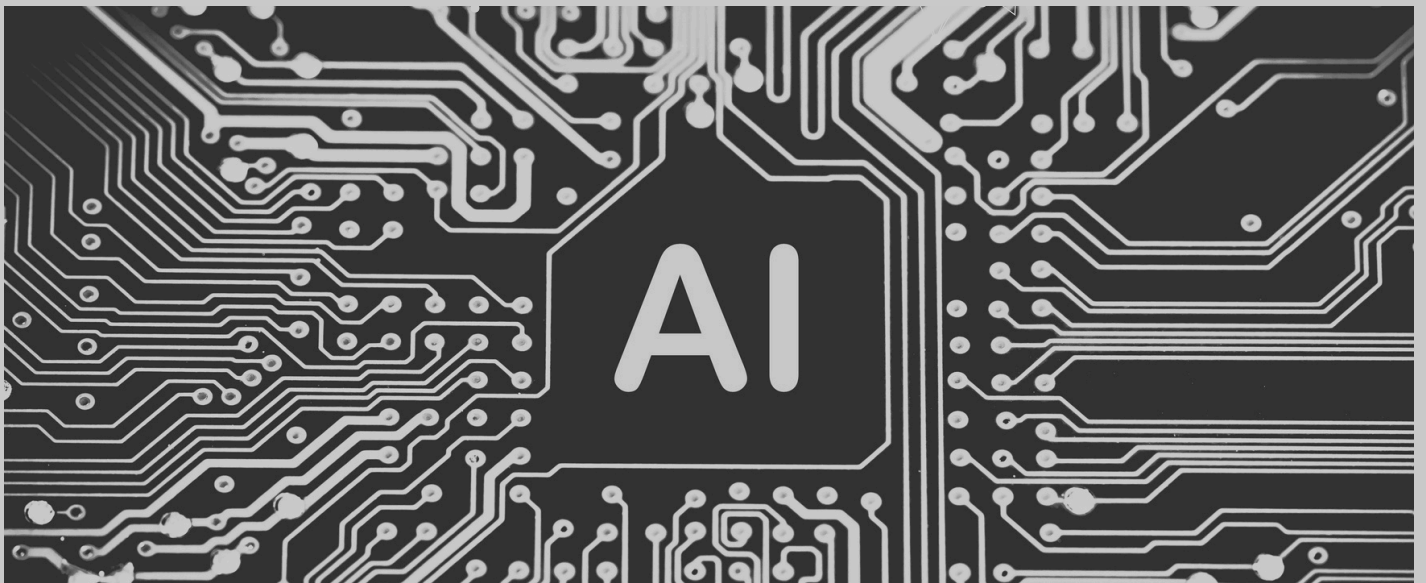


# INTRODUCTION TO DATA ANALYSIS & MACHINE LEARNING FOR PROFESSIONALS



## PRACTICAL DATA SKILLS FOR BETTER BUSINESS DECISIONS

### MAKE BETTER DECISIONS WITH DATA

Work with real data • Build simple predictive models • Communicate insights with confidence

Modern professionals are expected to work with data, interpret results, and support decisions with evidence — yet many have never been trained to do so confidently. This hands-on course gives you practical skills to analyse data, uncover insights, and use simple machine learning tools in your daily work - no technical background required.



### WHAT YOU WILL GAIN

- Work confidently with real datasets
- Clean and prepare messy data
- Visualise trends and patterns
- Understand how machine learning supports decisions
- Build simple predictive models
- Communicate insights clearly to stakeholders

*“Turn data into decisions. Turn insights into action.”*



## HOW THE TRAINING WORKS

Total Duration: **12 Hours**

Dates: **07/04, 21/04 & 05/05** (4 hours each)

Method: **Online**

Cost: **€48**

*This course focuses on practice over theory, using Python, the industry-standard tool for data analysis.*

## WHY IT MATTERS FOR YOUR ORGANISATION

- Better, evidence-based decisions
- Improved ability to interpret reports and KPIs
- Stronger forecasting and performance insights
- Reduced dependency on external specialists



## PROFESSIONAL DEVELOPMENT PROGRAMME

The programme has been approved by the HRDA. Enterprises/organisations participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.

## WHAT YOU WILL LEARN

### Session 1 – Data Foundations

- Understanding datasets and data types
- Cleaning and preparing real-world data
- Introduction to the Python environment

### Session 2 – Exploring & Predicting

- Exploratory data analysis
- Data visualisation techniques
- Building a simple forecasting model

### Session 3 – Discovering Patterns

- Classification and decision models
- Clustering and segmentation
- Mini project combining all skills

## WHO IS THIS FOR?

Professionals, managers, analysts, and decision-makers across sectors who want to use data more effectively in their roles

**No programming experience required.**



## READY TO BUILD YOUR DATA SKILLS?

Spaces are limited to ensure hands-on support. Contact us to register or request more information:

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