



## DATA ANALYTICS ESSENTIALS TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

**Course Title:** Data Analytics Essentials Training

**Course Validity:** 2 Days

**Validity:** Not Applicable

**HRD Corp Scheme:** Claimable

## **INTRODUCTION**

This training equips participants with foundational knowledge and practical skills in data analytics, from understanding data structures and analytics concepts to applying analytical techniques using common tools. The programme covers data collection, data cleaning, exploratory data analysis, visualisation fundamentals and interpretation of insights for decision-making. Participants will also learn the role of analytics in business strategy, key terminologies and practical workflows. Hands-on exercises guide participants in applying essential data analytics techniques for real-world scenarios.

## **OBJECTIVE(S):**

- Understand the fundamental concepts and workflow of data analytics
- Learn basic techniques for data collection, cleaning and preparation
- Understand exploratory data analysis and how to extract insights from datasets
- Learn how to visualise data effectively for communication and decision support
- Understand the role of analytics in business problem-solving and performance improvement
- Develop confidence in using basic analytics tools and techniques in daily work

**TARGET GROUP(S):**

- Executives and managers
- Administrative and operational personnel
- Fresh graduates and early-career professionals
- Anyone required to interpret data or prepare reports
- Individuals new to data analytics concepts

**ENTRY REQUIREMENT(S):**

- Able to read, write, and communicate in Malay/English
- Basic computer literacy

**TOPIC(S):**

1. Introduction to Data Analytics and Key Concepts
2. Understanding Data Types, Sources and Structures
3. Data Collection and Data Quality Fundamentals
4. Data Cleaning, Preparation and Basic Transformation
5. Exploratory Data Analysis (EDA) Techniques
6. Descriptive Statistics and Insight Interpretation
7. Data Visualisation Principles and Chart Selection
8. Introduction to Spreadsheet-Based Analytics (Excel/Google Sheets)
9. Turning Data into Insights for Decision-Making
10. Simple Analytics Workflow for Business Processes

**LIST OF REFERENCE BOOK(S):**

- Beginner Data Analytics Guides
- Data Visualisation and Interpretation References
- Spreadsheet Analytics Manuals

**LIST OF TEACHING AID(S):**

- LCD projector
- Computer
- Whiteboard with accessories

**METHODOLOGY(S):**

- Lecture
- Group discussions
- Case studies
- Hands-on practical workshop

## TRAINING SCHEDULE

### Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 9:45 am	Topic 1: Overview of Data Analytics Concepts
9:45 am – 10:30 am	Topic 2: Understanding Data Types, Sources and Structures
10:30 am – 10:45 am	<b>Morning Tea Break</b>
10:45 am – 11:30 am	Topic 3: Data Collection and Data Quality Fundamentals
11:30 am – 12:30 pm	Topic 4: Data Cleaning and Preparation Techniques
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 2:30 pm	Topic 5: Exploratory Data Analysis (EDA) Basics
2:30 pm – 3:30 pm	Topic 6: Descriptive Statistics and Meaningful Insights
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Workshop: Cleaning and Exploring Sample Datasets

## TRAINING SCHEDULE

### Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 9:45 am	Topic 7: Data Visualisation Principles and Chart Selection
9:45 am – 10:30 am	Topic 8: Spreadsheet-Based Analytics (Excel/Google Sheets)
10:30 am – 10:45 am	<b>Morning Tea Break</b>
10:45 am – 11:30 am	Topic 9: Turning Data into Actionable Insights
11:30 am – 12:30 pm	Topic 10: Analytics for Business Decisions and Reporting
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 2:30 pm	Workshop: Creating Effective Data Visualisations
2:30 pm – 3:30 pm	Workshop: Building a Simple Analytics Workflow
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Final Workshop: Complete Mini Analytics Project & Q&A