Dear Business Executive,

The advent of information technology, the Internet and globalisation has allowed businesses to access information from a wide variety of sources. This has led to many organisations being flooded with data. Do you know how to use what data stored in your organisation for competitive advantage?

The size and complexity of many databases make the extraction of practical and essential information difficult and laborious. Basic statistical and analytical tools can assist you with identifying the critical data on which to base your business decisions.

Using Data Analysis For Business Decisions teaches you all the methods required to make better business decisions and identify significant business opportunities based on facts and data as opposed to gut feelings.

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Reserve your place NOW by simply faxing the registration form on the back of this brochure to +971-4-3518604, phone our registration hotline on 971-3528400 or email register@iirgulf.com

Don’t miss this opportunity to attend this cutting edge event which I am positive will be of direct and measurable benefit to you and your organisation.

Yours faithfully,

Joanna Savagar
Event Manager

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Business Statistics

Business statistics is the science of "good" decision making in the face of uncertainty. The following illustrations the statistical methods and techniques used in data analysis to support decision making. The information, when it becomes relevant to your decision and problem. Information becomes fact, when the data can support it. This is the purpose, recognising limitations in existing data, graphically analyse data using basic tools, and derive actionable conclusions from data analyses.

Benefits from data mining techniques to make strategic decisions for the future

Examine the various methods of data modelling, and competitive advantages. This enables you to make better decisions about how to create powerful statistical graphics.

Course Style

This programme is designed to provide the tools and techniques to analyse data stored within your organisation to identify, create and implement solutions that will improve business productivity and empower you to make key business decisions.

Course Timings: Registration for the course starts at 8:00 on the first day. The course will commence at 8:30 and finish at 14:30 on all four days, with breaks for refreshments at appropriate intervals. Lunch will be served at 14:30 at the close of each day.

Statistical Thinking

Much about the business world has changed in recent years, largely due to the developments and influence of information technology. A typical business executive has access to large quantities of data obtained from a variety of sources. This data may contain information that is useful to make decisions. However, the size and complexity of many databases make the extraction of practical information difficult without the use of statistical methods. Statistics is an area of science concerned with the generation of data, the analysis of data, and finally the use of the data for decision making.

Exploratory Data Analysis

Exploratory data analysis is an approach to data analysis that employs a variety of techniques to maximise insight into a data set; uncover underlying structure; extract important variables; detect outliers and anomalies; test underlying assumptions and determine optimal factor settings.

Statistical Inference And Methods For Business Decisions

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Informal Statistical Analysis For Business Decisions

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Statistical Inference And Methods For Business Decisions

Day 1 - Saturday, 15 June 2002

Day 2 - Sunday, 16 June 2002

Day 3 - Monday, 17 June 2002

Day 4 - Tuesday, 18 June 2002

Meet Your Course Leader

Dr. Diego Ramirez is CEO and Chief Operating Officer of Statoo Consulting. Located in Lausanne, Switzerland, Statoo Consulting is a consulting firm specialising in statistical consulting and training, and data analysis services. Dr. Ramirez was educated at the Swiss Federal Institute of Technology Lausanne (EPFL) in Switzerland, and in 2005 he received the degree of Doctor in Science. In his at the EPFL. Both degrees were obtained for outstanding works in applied statistics, mainly in the interface of statistics and computer science.

Dr. Ramirez specialises in the design and execution of surveys and works on the computer platform. He has served several years in statistical consulting and computing, resulting in featured publications and articles in several peer-reviewed journals. In addition, he also has several years of experience in teaching and training, and besides working for Statoo Consulting he is still lecturer in statistics at the EPFL.

Dr. Ramirez is a member of the Executive Committee of the “Swiss Statistical Society” and the “International Biometric Society” and the “Swiss Statistical Society”. Currently, he is also member of the committee of the “Swiss Statistical Society”.

Key Features: This course is an intensive and practical course on a variety of advanced techniques for data analysis and interpretation. The course will provide you with the tools to:

- Perform simple quantitative analyses
- Benefit from data mining techniques to make strategic decisions for the future
- Examine the various methods of data modelling, and competitive advantages. This enables you to make better decisions about how to create powerful statistical graphics.
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