

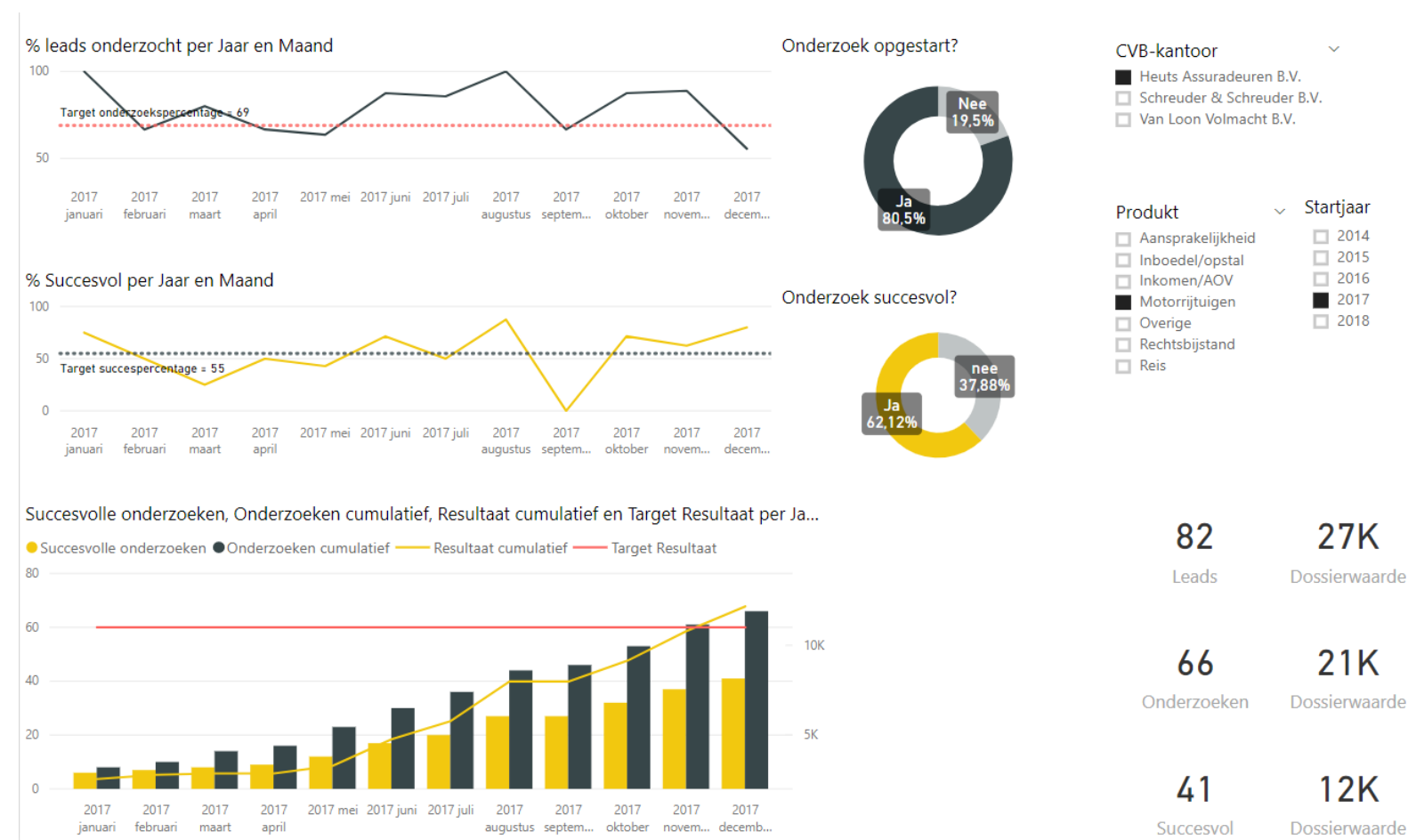


# Academy – Business Intelligence Basics



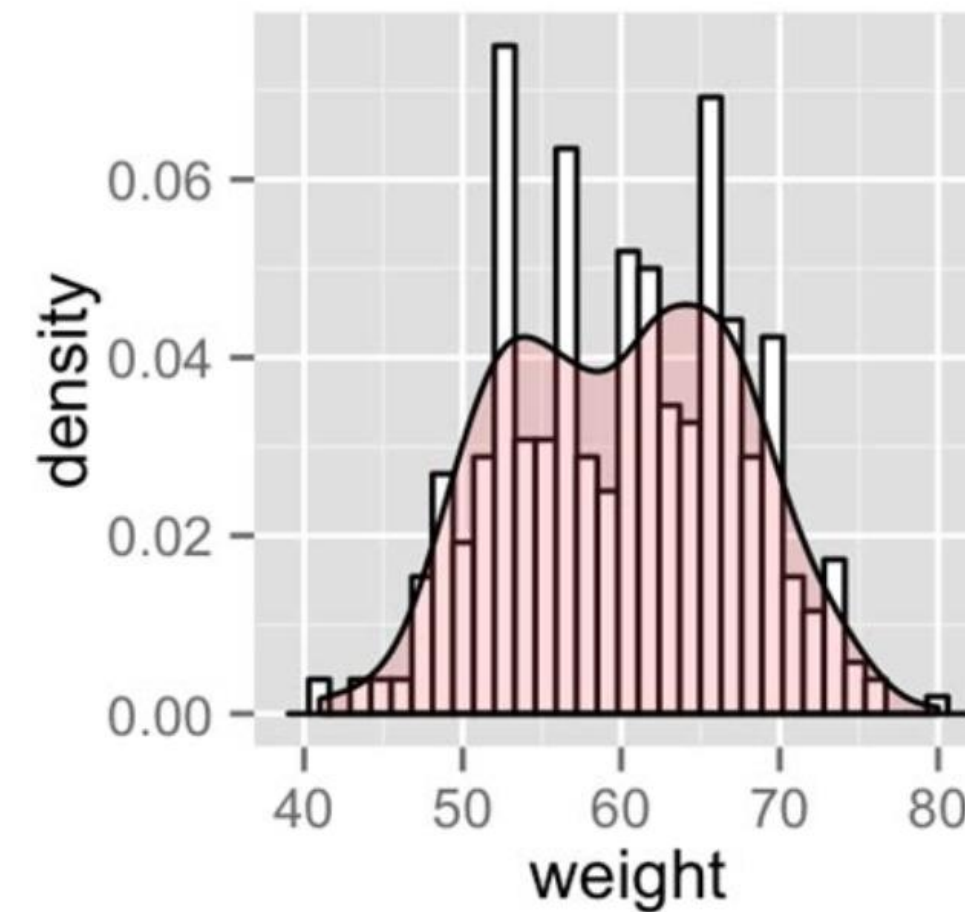
**Leissner & Van der Molen**

## Dashboards: improve your reports

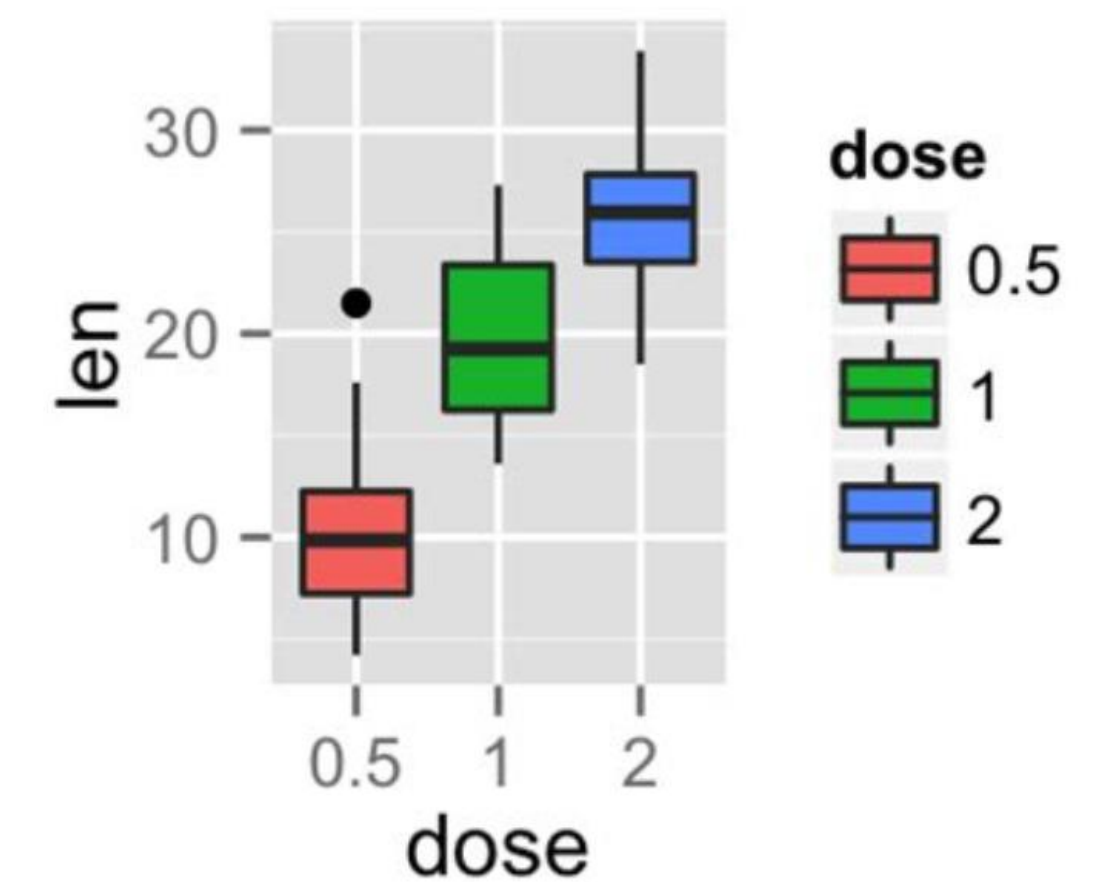


## The right visual for the insights you need

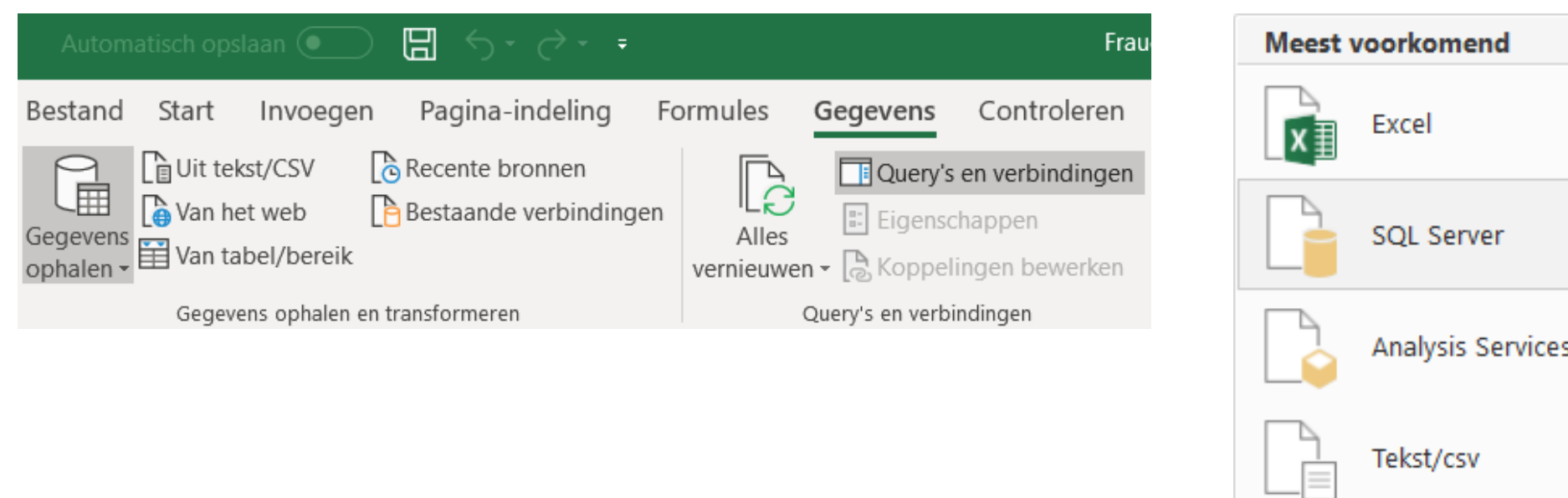
*Histogram / densityplot*



*Boxplot*



## Connect to common data(bases)



## Touch base with popular machine-learning techniques





## Academy – Business Intelligence Basics



**Leissner &  
Van der Molen**

Learn the basics of BI & data analysis

### In general

This course is a hands-on approach on the basics of data analysis and business intelligence. That is why students have the possibility to bring in real life problems from their current professional practice. Session didactics always follow the triangle of data manipulation, visualisation.

### For who?

Everyone with an interest in data science, but in particular: risk managers, product managers, process managers, business analysts, project management officers (PMO), (fraud) analysts.

### Time investment

This allround training is given over four weekly in half-day sessions. It is possible to organise this course in-house.

### Goals

After finishing this course the student has the basic abilities to:

- Read and load simple data(bases);
- Clean/organise data;
- Combine, match and aggregate data;
- Perform and apply simple analysis- and visualisation techniques;
- Able to discuss the use and benefit of complex techniques for specific problems or situations;
- Visualise on a strategic and tactical level to enhance the impact of reports and reporting structure;
- Accelerate/automate reports for time efficiency and accuracy.

### Applications needed

Excel, Powerpoint, MS Power BI and some R.



Data story based

Central theme is a data story in which you become a junior analyst who just started at a fictional company.

The further the story unfolds, the more steps you take as an business intelligence



Aan de slag!  
Inlezen, verkennen & visualiseren



## Oefening 2: huizenprijzen

### 💡 Dataverkenning



### Type data: losse bestanden

#### Opslag

- Comma Separated Value (.csv)  
Tekstbestand met *delimiters* en *quotations*, slaat tekst en cijfers op in tabelvorm. Universeel
- Delimited flat files (.txt)  
Zoals CSV, maar dan alleen *delimiters*. Zeer compact
- Excelbestand (.xls/.xlsx)  
Spreadsheetbestand. Minder compact and eigen bestandsformat

#### Communicatie/opmaak

- Extensible Markup Language (.xml)  
*Document based* standaard voor opslag en (online) uitwisseling
- JavaScript Object Notation (.json)  
*Data based* standaard voor opslag en (online) uitwisseling.
- Portable document format (.pdf)  
*Fixed lay out flat document* zodat iedereen hetzelfde ziet

