
Applied Data Analysis & Visualization Masterclass: Tools, Statistics, and Dashboards

20 – 24 September 2027
Madrid





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Programme Summary

Modern enterprises generate vast volumes of operational records but frequently lack the structured analytical capability required to translate raw metrics into defensible operational decisions. This one-week programme provides an applied path through analytical problem framing, exploratory data investigation, statistical validation, and executive dashboard architecture. Participants progress through hands-on querying, statistical modelling, and dashboard construction, culminating in an integrated analytical dashboard and diagnostic briefing report. This structured masterclass is delivered by Mars Training Centre UK.

The Business Case

Organisations that rely on fragmented reporting structures experience delayed decision cycles, unspotted operational variances, and poor governance over enterprise indicators. Developing rigorous internal capability in analytical modelling and visual communication establishes consistent metric governance, decreases reliance on external data advisory services, and shortens the operational review cycle.

- Decision Latency: Compresses the lead time between metric anomaly identification and executive operational intervention.
- Information Governance: Mitigates reporting discrepancies across functional silos through standardised data definitions and audited transformations.
- Operational Risk Exposure: Reduces analytical errors in forecasting and performance monitoring by establishing systematic statistical validation routines.
- Resource Allocation Efficiency: Improves the allocation of functional capital by grounding strategic prioritisation in verifiable quantitative indicators.

Principles and Evidence Base

- INFORMS Analytics Framework & Body of Knowledge ABOK: Informs the end-to-end analytical workflow, structuring progression across business problem framing, data acquisition, model development, and lifecycle deployment.
- DAMA-DMBOK2: Guides the data management disciplines underpinning the programme, with specific emphasis on data quality, data architecture, and business intelligence integration.
- CRISP-DM Process Model: Structures the applied diagnostic phases through business understanding, data understanding, data preparation, modelling, evaluation, and operational deployment.



Intended Participants

- Professionals responsible for auditing, aggregating, and reporting functional metrics across corporate or operational departments.
- Managers accountable for translating divisional performance data into operational recommendations for executive committees.
- Analytical specialists tasked with maintaining analytical queries, reporting pipelines, and interactive visual management dashboards.
- Planning and transformation advisors overseeing the integration of evidence-led indicators into organisational change initiatives.

The curriculum directly supports professionals operating within supply chain operations, financial services, healthcare administration, and infrastructure management.

Learning Outcomes

1. Participants will be able to construct structured analytical problem statements aligned with defined business decisions.
2. Participants will be able to diagnose data quality anomalies and structure relational datasets using analytical query routines.
3. Participants will be able to execute exploratory data analyses and statistical hypothesis tests to isolate operational variance.
4. Participants will be able to formulate multivariate regression and forecasting models to project operational performance metrics.
5. Participants will be able to design interactive executive dashboards adhering to visual hierarchy, metric traceability, and cognitive ergonomics.
6. Participants will be able to justify analytical findings and statistical risk parameters to multi-disciplinary governance committees.

Programme Structure

Day 1: Analytical Problem Framing and Data Architecture

How are operational challenges converted into structured analytical queries and governed data pipelines?

- INFORMS ABOK Problem Framing Protocol
- CRISP-DM Business and Data Understanding Workflows
- DAMA-DMBOK2 Data Architecture and Dimensional Modelling
- Analytical Data Profiling and Cleansing Procedures
- Structured Query Language Aggregations and Relational Joins

Day 2: Exploratory Data Analysis and Descriptive Statistics

How do organisations evaluate metric distributions, spot anomalies, and confirm data integrity?



- Univariate and Bivariate Exploratory Data Analysis
- Parametric and Non-Parametric Central Tendency Measures
- Dispersion Profiling and Interquartile Outlier Detection
- Correlation Matrix Construction and Multicollinearity Auditing
- Probability Distributions and Normality Verification Tests

Day 3: Inferential Statistics and Predictive Modelling

How are statistical variance and forward operational projections rigorously verified?

- Parametric Hypothesis Testing and Two-Sample Diagnostics
- Analysis of Variance for Multi-Group Operational Comparison
- Ordinary Least Squares Multivariate Regression Modelling
- Logistic Regression for Binary Classification Problems
- Time-Series Decomposition and Trend-Seasonality Forecasting

Day 4: Executive Dashboard Architecture and Visual Ergonomics

How are complex analytical outputs transformed into intuitive and actionable visual interfaces?

- Visual Perception Principles and Cognitive Load Management
- Key Performance Indicator Metric Hierarchy Design
- Interactive Filter Structures and Drill-Through Pathways
- Comparative Performance Visualisations and Variance Bullet Charts
- Data Storytelling Frameworks for Operational Briefings

Day 5: Deployment, Metric Governance, and Capstone Integration

How are analytical products institutionalised, maintained, and presented to operational decision-makers?

- Dashboard Usability Auditing and User Acceptance Testing
- Analytical Lifecycle Management and Model Performance Tracking
- Metric Definition Catalogues and Data Governance Alignment
- Automated Data Pipeline Scheduling and Alerting Rules
- Capstone Executive Dashboard and Diagnostic Presentation

Methodology

The programme centres on an intensive data workshop model combining technical demonstration, guided laboratory exercises, and peer review. Participants work with real-world enterprise datasets to address realistic operational questions, testing assumptions and iteratively refining data transformations.



- Suggested activity: Performing an exploratory data audit on an uncleaned operational log to detect data hygiene issues.
- Suggested activity: Calibrating a multivariate regression model to forecast divisional operational expenses across varying scenarios.
- Suggested activity: Constructing a role-specific dashboard interface followed by a structured peer critique on visual clarity.

Capstone Output

Each participant delivers a complete operational analytics portfolio comprising a cleaned data transformation script, a validated statistical findings summary, and a deployed multi-view interactive dashboard. This capstone output serves as an auditable operational template that participants can adapt immediately to standardise reporting workflows within their sponsoring organisations.

Frequently Asked Questions

What analytical tools are utilised during the sessions?

The programme utilises industry-standard querying, statistical computing, and business intelligence platforms to execute analytical workflows, focusing on transferable analytical logic and dashboard design principles.

Is prior computer programming experience required?

No formal programming background is necessary. The curriculum builds progressively from foundational data queries and visual structures to advanced statistical methods through guided technical exercises.

How does this programme support cross-functional decision-making?

The syllabus connects technical statistical techniques directly to strategic governance frameworks, equipping participants to present complex quantitative insights clearly to non-technical executive teams.

Can the templates generated during the programme be adapted internally?

Yes. All dashboard architectures, data profiling checklists, and analytical diagnostic templates are designed for immediate implementation within your organisation's reporting environment.