

**CHARTERED**   
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

# CERTIFIED DATA ANALYTICS MANAGER USING EXCEL™

## CDAME™

**Fully Accredited  
By:**

Chartered Institute of  
Professional Certifications

CPD  
Certification Service



# PROGRAM OVERVIEW



**Data analytics are transforming companies into global champions.** One of the most successful companies globally today, Netflix, owe much of their success today to data analytics. The global streaming company uses data analytics to help them understand their audience, improve customer experience, and develop new content. They even use it for internal purposes including planning, production optimization, and scheduling workflows.

This **Certified Data Analytics Manager Using Excel (CDAME™)** program will help you master the advanced analytics skills required to transform data into powerful insights. Led by Duncan Williamson, an award-winning author, you will learn how to **harness the power of Excel to gain a solid understanding of analytics and the data stack**. By getting familiar with the most used advanced Excel formulas and functions, you will also **beef up your data analytics skills** and leverage Excel to extract critical insights from raw data. Participants will also learn how to explain complex data with clarity by **developing stunning visualizations and interactive dashboards**.

By the end of the program and upon passing the Chartered exam, you will have earned the **Certified Data Analytics Manager Using Excel (CDAME™)** designation which you can use to demonstrate your professional credentials and expertise in data analytics and business intelligence with the use of advance Excel functions. Globally demanded and recognized, this designation is an industry-recognized trademarked charter developed by the **Chartered Institute of Professional Certifications** and has **lifelong validity**. It's also fully accredited by CIPD (Chartered Institute of Personnel and Development), with 160,000 membership organizations worldwide.

## ACCREDITATIONS



4.8



4.6





# KEY SKILLS YOU WILL GAIN

## From This Program



**DATA ANALYTICS  
DATA MINING  
BUSINESS INTELLIGENCE  
DESCRIPTIVE STATISTICS**

**PREDICTIVE ANALYTICS  
ADVANCED EXCEL FUNCTIONS  
TEXT ANALYTICS  
INFERENTIAL STATISTICS  
DATA PROCESSING**

**DATA VISUALIZATION  
FINANCIAL ANALYSIS  
LOOKUP FUNCTIONS  
DYNAMIC ARRAY FUNCTIONS**

**DATA CLEANING  
DATA CONSOLIDATION  
REGRESSION ANALYSIS  
DATA EXPLORATION  
KEY PERFORMANCE INDICATORS**

**DATA COMMUNICATION  
BUILDING PIVOT TABLES**

# YOUR FACULTY DIRECTOR



## Duncan Williamson

### Award Winning Author, Faculty Leader and Contributor

Duncan Williamson is an author, trainer and business consultant specializing in Financial, Management Accounting and Spreadsheet Modelling with a sustained record of success established in the Financial and Commercial marketplaces. He is an inspirational presenter whose excellent communication skills have been demonstrated across countries and cultures assisting executive professionals to achieve their full potential.

Duncan's international experience includes multimillion dollars projects and consultancies carried out in the Middle East, Africa, Central Asia, South Asia, the Caucasus, the Balkans, Central Europe and Denmark. In addition to working as a consultant and trainer, Duncan worked in a wide variety of settings, ranging from working as a management accountant in process industries in the UK to product cost consulting in several industries in Eastern Europe and the Oil and Gas industry in the Middle East.

Duncan has published widely over the years on cost and management accounting, and is a major contributor to various magazines, journals and websites. His latest book is Finance for the "Non Financial Manager" which has just been published, January 2016. Prior to that, he has written "Excel Solutions for Accountants" in three volumes in June 2015, and "The Accounting and Bookkeeping Coach".



# OUR PARTICIPANTS

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HYUNDAI

Pfizer

Life is our life's work

Nestlé



# PROGRAM AGENDA



## MODULE 1 - THE TYPES OF DATA ANALYTICS

Lesson 1: Introductory Exercise (Analysis of Pay Scale Data) - Part 1  
Lesson 2: Introductory Exercise (Analysis of Pay Scale Data) - Part 2  
Lesson 3: Definitions & Descriptions of Data Analytics

## MODULE 2 - DATA ANALYTICS WITH EXCEL

Lesson 1: Importing Data Into Excel  
Lesson 2: Conditional Formatting  
Lesson 3: Subtotals With Ranges  
Lesson 4: Data Cleaning - Part 1  
Lesson 5: Data Cleaning - Part 2  
Lesson 6: Data Cleaning - Part 3

## MODULE 3 - DATA ANALYSIS

Lesson 1: Data Analysis - Introduction  
Lesson 2: Financial Analysis - Part 1  
Lesson 3: Financial Analysis - Part 2  
Lesson 4: Correlation  
Lesson 5: Regression Analysis  
Lesson 6: Multiple Linear Regression - Part 1  
Lesson 7: Multiple Linear Regression - Part 2  
Lesson 8: Multiple Linear Regression - Part 3  
Lesson 9: LOGEST()

## MODULE 4 - USING LOOKUP FUNCTIONS AND DYNAMIC ARRAY FUNCTIONS

Lesson 1: Understanding Lookup Functions - Part 1  
Lesson 2: Understanding Lookup Functions - Part 2  
Lesson 3: Understanding Lookup Functions - DGET  
Lesson 4: Understanding Lookup Functions - Nested  
Lesson 5: Understanding Lookup Functions - VLOOKUP  
Lesson 6: Understanding Lookup Functions - XLOOKUP  
Lesson 7: Understanding Lookup Functions - Lookup with Power Query

## MODULE 5 - MORE ADVANCED DATA ANALYTICS

Lesson 1: More Advanced Data Analysis, Dynamic Array Functions, Data table and More - Introduction  
Lesson 2: Data Consolidation with Power Query  
Lesson 3: Using Dynamic Array Function  
Lesson 4: What..If? Analysis  
Lesson 5: Data Tables  
Lesson 6: Dynamic Array Functions - Part 1  
Lesson 7: Dynamic Array Functions - Part 2  
Lesson 8: LAMBDA()  
Lesson 9: Solver - Part 1  
Lesson 10: Solver - Part 2



# PROGRAM AGENDA



## MODULE 6 - EXPLORING DATA

Lesson 1: Exploring Data - Introduction  
Lesson 2: Pivot Tables - Part 1  
Lesson 3: Pivot Tables - Part 2  
Lesson 4: Power Query - Part 1  
Lesson 5: Power Query - Part 2  
Lesson 6: Explore Power Query  
Lesson 7: Explore Power Query - Merge & Append - Part 1  
Lesson 8: Explore Power Query - Merge & Append - Part 2  
Lesson 9: Power Pivot  
Lesson 10: Power Pivot Pivot Table  
Lesson 11: Import Data From A Database File  
Lesson 12: Keeping Data Up To Date With Power Query

## MODULE 7 - HIERARCHIES

Lesson 1: Exploring Data With Hierarchies - Part 1  
Lesson 2: Exploring Data With Hierarchies - Part 2  
Lesson 3: Exploring Data With Hierarchies - Part 3

## MODULE 8 - COMMUNICATION

Lesson 1: Communication - Introduction  
Lesson 2: Visualization Techniques - Part 1  
Lesson 3: Visualization Techniques - Part 2  
Lesson 4: Visualization Techniques - Part 3

Lesson 5: Review of Visualization And Dashboards

Lesson 6: What Do Data Analysts Most Need From Their Tools? - Part 1

Lesson 7: What Do Data Analysts Most Need From Their Tools? - Part 2

## MODULE 9 - MORE ADVANCED / CREATIVE EXAMPLES

Lesson 1: More Advanced / Creative Examples - Introduction

Lesson 2: Stepwise Regression Analysis

Lesson 3: LINEST(): Extending Regression Analysis Beyond Polynomial Order 6 - Part 1

Lesson 4: LINEST(): Extending Regression Analysis Beyond Polynomial Order 6 - Part 2

Lesson 5: Contingency Table Analysis using HR Data - Part 1

Lesson 6: Contingency Table Analysis using HR Data - Part 2

Lesson 7: Scenarios in Excel - Part 1

Lesson 8: Scenarios in Excel - Part 2

Lesson 9: Sensitive Analysis of Scenario Model

Lesson 10: Data Validation

# PROGRAM AGENDA



## MODULE 10 - DATA ANALYSIS CASE STUDIES

Lesson 1: Weather Data Analysis - Part 1

Lesson 2: Weather Data Analysis - Part 2

Lesson 3: Weather Data Analysis - Part 3

Lesson 4: Covid-19 Analysis: Exponential Growth Or Not?

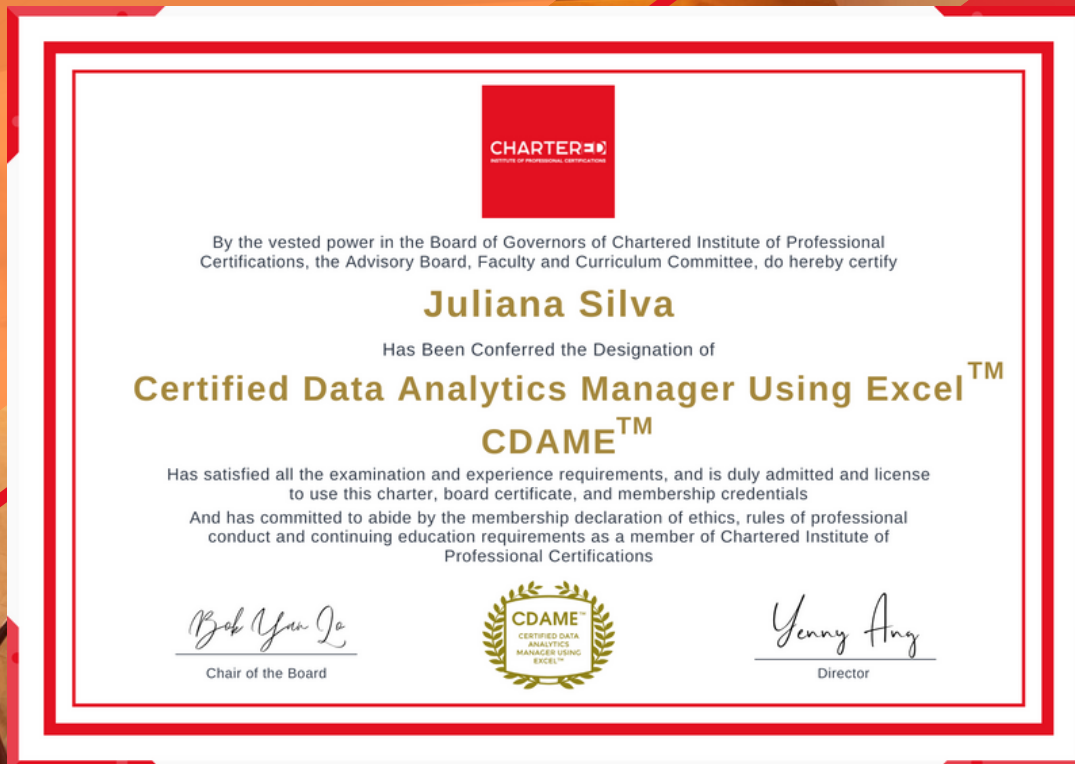
Lesson 5: Analysis And Profiling Of The Aircraft Owned Or Operated By International Airlines - Part 1

Lesson 6: Analysis And Profiling Of The Aircraft Owned Or Operated By International Airlines - Part 2

## EXAMINATION



# YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certification's programs are unique as they provide you with professional charter designation and mark that can be used across your lifetime once you have completed our programs.

After completing the program and passing the exam, you will be awarded the **Certified Data Analytics Manager Using Excel (CDAME™) Designation charter** that can be used in your resume, CV and other professional credentials. This designation is a global trademark and industry-recognized with lifelong validity.

Globally demanded and recognized, this designation will help you distinguish your skillsets and you have attained expertise in **cleansing, transforming and analyzing raw data to assist your businesses in making strategic decisions.**

# ABOUT US

49,525

Business Leaders Have  
Attained Their Chartered  
Certifications Since 2009

390

Certified and Fully  
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87%

Chartered Leaders Have  
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# CONTACT US TODAY

We Thank You for Your Ongoing Support  
of Our Programs

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