

# Data Analytics Academy

Cultivate a change in mindset. Drive citizen-led innovation.



## Description

Data literacy and visualization has become an integral part of conducting business and delivering value. Data is now an organisational asset and employees must have the basic ability to understand conversations about data and communicate insights effectively. The ability to 'understand and speak data' has become foundational in most day-to-day jobs and preparing our people for the 'future of work' means - no one gets left behind.

Unfortunately, over 80% of CEOs worldwide face an analytical skills shortage that cripple operational efficiency, impede innovation and result in ever increasing costs.

PwC's Data Analytics Academy elevates organizational data literacy and empowers citizen-led innovation by enabling staff to:

- (1) set the course for a mindset-change,
- (2) identify risks and opportunities in data,
- (3) corral data into usable and actionable intelligence,
- (4) identify automation and analytics use cases to transform your organization, and
- (5) surface targeted insights and design bespoke analytic and automation solutions.



## Take aways

- Foundational data wrangling, visualization and automation skills training
- Data analytics frameworks, terms and concepts
- Best practices: data extraction, visualization and automation
- Data quality, classification and information security frameworks
- Buzzword cracking: business intelligence, data analytics, data science and advanced analytics
- Business-related skills application



## Methods & Tools

- Data wrangling and analysis (i.e. Power Query, Alteryx, Knime)
- Data visualization and storytelling (i.e. Tableau, Power BI, Qlik Sense)
- Workflow automation (i.e. Alteryx, Knime)
- Scalable, standardized and cost efficient delivery



## Best suited for

- Business, finance, HR, operational staff and anyone with an data-heavy role and strong domain knowledge but lacking analytics and automation competency.



## Program

- 🕒 **Phase 1:** ca. 14 hours online learning
- 🕒 **Phase 2:** ca. 40-50 hours blended learning and business application

### Phase 1

- Self-paced, interactive and hands-on online learning
- Focus: inspiring 'the power of the possible' and increasing data literacy with hands-on foundational data, analytics and visualization training

### Phase 2

100% virtual or classroom

- Hands-on intermediate data, analytics and visualization training incl. business-related use case ideation
- 4-weeks use case development sprint supported by PwC experts
- "Show & Tell" session to demonstrate prototypes
- Goal: citizen designed and created solutions solving business problems and generating employee engagement.

# Contact us for more information.



**Ilse Venter**

Senior Manager  
Data Analytics Academies Leader

Phone: +49 89 5790-5146  
Mobile: +49 170 9151114  
Email: [ilse.y.venter@pwc.com](mailto:ilse.y.venter@pwc.com)



**Verena Waliczek**

Manager  
Data Analytics Academies Operations Manager

Phone: +49 89 5790-5654  
Mobile: +49 151 50041374  
Email: [waliczek.verena@pwc.com](mailto:waliczek.verena@pwc.com)