COURSE OVERVIEW TM0022
Certified Data Analysis Professional

Course Title
Certified Data Analysis Professional

Course Reference
TM0022

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Date/Venue

Session(s)	Date	Venue
1	July 20-24, 2025	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
2	September 29-October 03, 2025	Hampstead Meeting Room, Marriott London Regents Park, London, UK
3	November 03-07, 2025	TBA Meeting Room, JW Marriott Hotel Madrid, Madrid, Spain
4	February 02-06, 2026	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece

Course Description

This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.

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This course is designed to provide participants with a detailed and up-to-date overview of data analysis. It covers the fundamental principles, concepts and techniques used to identify, analyse and model data. The aim of this course is to enable participants to define data requirements with detailed understanding and rigour. It assesses knowledge and understanding of range of activities and techniques that may be used by business analysts to elicit and analyse data requirements and the business rules inherent in the data, and to define the structure of the data that will support the business requirements in an unambiguous fashon.

During this interactive course, participants will learn the concepts & principles of data analysis & modelling; the entity relationship modelling; rationalising data; the analysis class modelling; and the validation techniques.

Course Objectives

Upon the successful completion of this course, each participant will be able to: -

- Get certified as "*Certified Data Analysis Professional*"
- Discuss the concepts and principles of data analysis and modelling including its definitions of terms and rationale for analysing and modelling data
- Employ the techniques used in data analysis, approaches, modelling and application
- Determine the content of an entity relationship model and identify its entities and attributes
- Identify the types and occurrences of entity
- Recognize the simple and compound keys, relationships, super-types and sub-types of entity relationship model
- Rationalize data through normalisation process and rules, defining the TNF tests, rationalising of TNF results from multiple data sources and developing of the TNF model
- Analyse class modelling comprising of object, classes, structure of a class, associates, multiplicity, naming associations and generalisation
- Carryout validation techniques through cross-referencing matrices and data navigation paths

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK®**). The **H-STK®** consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course covers systematic techniques on data analysis for business analysts, systems analysts and technical or solution architects. The course will also benefit for those who wish to gain an understanding of the benefits and uses of data analysis and the techniques applied when analysing business data.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

30% Lectures
20% Practical Workshops & Work Presentations
30% Hands-on Practical Exercises & Case Studies
20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

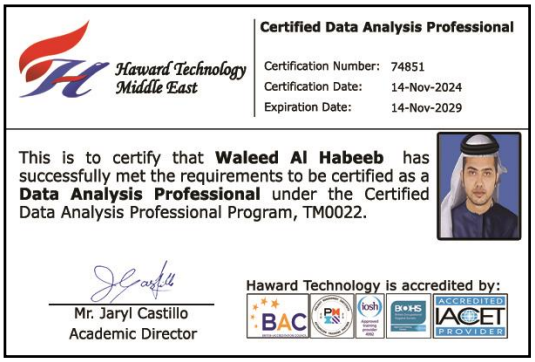
Course Certificate(s)

Internationally recognized Wall Competency Certificates and Plastic Wallet Card Certificates will be issued to participants who have successfully completed the course and passed the exam at the end of the course. Successful candidate will be certified as a "*Certified Data Analysis Professional*". Certificates are valid for 5 years.

Recertification is FOC for a Lifetime.

Sample of Certificates

The following are samples of the certificates that will be awarded to course participants:-



(2) Official Transcript of Records will be provided to the successful delegates with the equivalent number of ANSI/IACET accredited Continuing Education Units (CEUs) earned during the course.

Haward Technology Middle East

Continuing Professional Development (HTME-CPD)

CEU Official Transcript of Records

TOR Issuance Date: 14-Nov-24

HTME No. 74851

Participant Name: Waleed Al Habeeb

Program Ref.	Program Title	Program Date	No. of Contact Hours	CEU's
TM0022	Certified Data Analysis Professional	Nov 10-14, 2024	30	3.0

Total No. of CEU's Earned as of TOR Issuance Date **3.0**

TRUE COPY

Jaryl Castillo
Academic Director

Haward Technology has been approved as an Accredited Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2018 Standard which is widely recognized as the standard of good practice internationally. As a result of their Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET 1-2018 Standard.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking Continuing Education Units (CEUs) in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology is accredited by

P.O. Box 26070, Abu Dhabi, United Arab Emirates | Tel.: +971 2 3091 714 | E-mail: info@haward.org | Website: www.haward.org

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

- British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Mr. Douglas Robinson, MBA, BSc (Honors), Dip, is currently the **President** of **DSR Consulting** and the **Professor** of **Business Studies Unit** (BSU) at **Durban Institute of Technology** (DIT), where he is lecturing at **MBA level** in **Quality Management**, **Quality Control Systems and Standards**, **Legal Compliance and Corporate Governance Responsibilities**, **Corporate Valuation & Capital Restructuring**, Managing **Production Operations**, **Strategic Planning**, **Climate Change** in Economics, **Human Resources Management** (**HRM**), **Leadership** & **Change** Management, **Presentation** Skills, **Negotiation** Skills, **Interpersonal** Skills, **Communication** Skills, **Adaptability** & **Flexibility**, **Learning** & **Self Development**, **Industrial Relationships**, **Driving Performance**, **Performance** Measurement, **Performance Goal** Implementation, **Time Management** Techniques, Organizing Daily Activities, Handling Difficulties & Pressure, Productivity & Feedback Management, **Problem Solving & Decision Making**, **ISO 9001 Lead Auditor**, **Commercial Negotiation & Legal Aspects**, Logistics & Supply Chain Management, **Quality Management**, **Project Financial Planning**, **Financial Management**, **Materials Inventory Management**, **Budgeting & Cost Control**, **Project Accounting**, **Project Management**, **Contract Management**, Operations Management, Procurement Management, Entrepreneurship and International Business.

Mr. Robinson has over **40 years** of international experience in **Contract** Management, **Quality** Management, **ISO Standards**, Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing Strategies, Project Management, Business Systems, Operations Management and Business Re-Organization. Further, he is a **Registered Assessor** of **Quality** Management, Logistics, Supply Chain Management, Procurement Strategies, Purchasing and Outsourcing.

As a leader in the **Quality**, Procurement and Logistics fields, Mr. Robinson facilitated in-house skills development programmes in a lot of companies worldwide and has **extensive consulting experience** in both the public and private sectors. His experience includes implementing SAP system in Procurement, financial, sales, distribution, materials management and costing.

During his long career life, Mr. Robinson worked for many **International companies** such as Tiger Brands, Nestle's, Mondi Manufacturing, Mondi Forests, Masonite Africa Ltd., Frame etc. He worked as **General Manager**, **Quality Manager**, **Procurement Manager**, **Logistics Manager**, **Logistics Superintendent**, **Project Manager**, **Purchasing Supervisor**, **SAP Facilitator**, etc.

Due to his thorough and long experience and knowledge, Mr. Robinson is **recognized internationally** as an **Expert** in Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing, Strategic planning, business wellness analysis, **Contract** management, **Project** Management, feasibility studies, financial analysis, cash-flow forecasting, Capital investment analysis, risk analysis, Business process analysis, and **Quality Management Systems**.

Mr. Robinson has a **Master** degree in **Business Administration** (**MBA**) from the **University of Durban-Westville**, a **Bachelor** degree with **Honors** in **Business Management** and **Administration** and **Diplomas** in **Medical Technology**, **Marketing Management**, **Business Management** and **Project Management** from the **University of Rhodesia** and from the **Damelin Management Schoo**l respectively. Further, he is a **Certified Instructor/Trainer**, a **Certified Trainer/Assessor** by the **Institute of Leadership & Management** (**ILM**), an active member of international professional affiliations and delivered innumerable trainings, courses, workshops and seminars globally.

Mr. Horne has a **Master** degree in **Business Administration**, a **Higher National Diploma** in **Production Management** and a **National Diploma** in **Organisation** & **Work Study**. Further, he is a **Certified Instructor/Trainer**, a **Certified T3** in **Mechanical Engineering**, a **Certified PMI Risk Management Professional** (**PMI-RMP**), a **Certified Project Manager Professional** (**PMP**), a **Qualified Assessor** at **SETA** and a **Certified Trainer/Assessor** by the **Institute of Leadership & Management** (**ILM**). He has further delivered numerous trainings, courses, workshops and conferences worldwide.

Course Fee

London/Madrid/Athens	**US$ 8,800** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	**US$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	***PRE-TEST***
0830 – 0930	***Concepts & Principles of Data Analysis & Modelling*** *Definitions of Terms (Data, Data Analysis & Data Model) • Rationale for Analysing & Modelling Data • Techniques Used in Data Analysis*
0930 – 0945	*Break*
0945 – 1100	***Concepts & Principles of Data Analysis & Modelling (cont'd)*** *Approaches to Data Analysis & Modelling • Application of Data Analysis Artefacts*
1100 – 1215	***Entity Relationship Modelling*** *Content of an Entity Relationship Model • Identification of Entities & Attributes*
1215 – 1230	*Break*
1230 – 1420	***Entity Relationship Modelling (cont'd)*** *Entity Types & Entity Occurrences*
1420 – 1430	***Recap***
1430	*Lunch & End of Day One*

Day 2

0730 – 0930	***Entity Relationship Modelling (cont'd)*** *Attribute Types & Attribute Occurrences • Simple & Compound Keys*
0930 – 0945	*Break*
0945 – 1100	***Entity Relationship Modelling (cont'd)*** *Relationships • Super-Types & Sub-Types*
1100 – 1215	***Rationalising Data*** *Normalisation Process & Rules*
1215 – 1230	*Break*
1230 – 1420	***Rationalising Data (cont'd)*** *Definition of the TNF Tests*
1420 – 1430	***Recap***
1430	*Lunch & End of Day Three*

Day 3

0730 – 0930	***Rationalising Data (cont'd)*** *Rationalisation of TNF Results from Multiple Data Sources*
0930 – 0945	*Break*
0945 – 1100	***Rationalising Data (cont'd)*** *Development of the TNF Model*
1100 – 1215	***Analysis Class Modelling*** *Objects & Classes*
1215 – 1230	*Break*
1230 – 1420	***Analysis Class Modelling (cont'd)*** *Structure of a Class (Name, Attributes, Operations)*
1420 – 1430	***Recap***
1430	*Lunch & End of Day Three*

Day 4

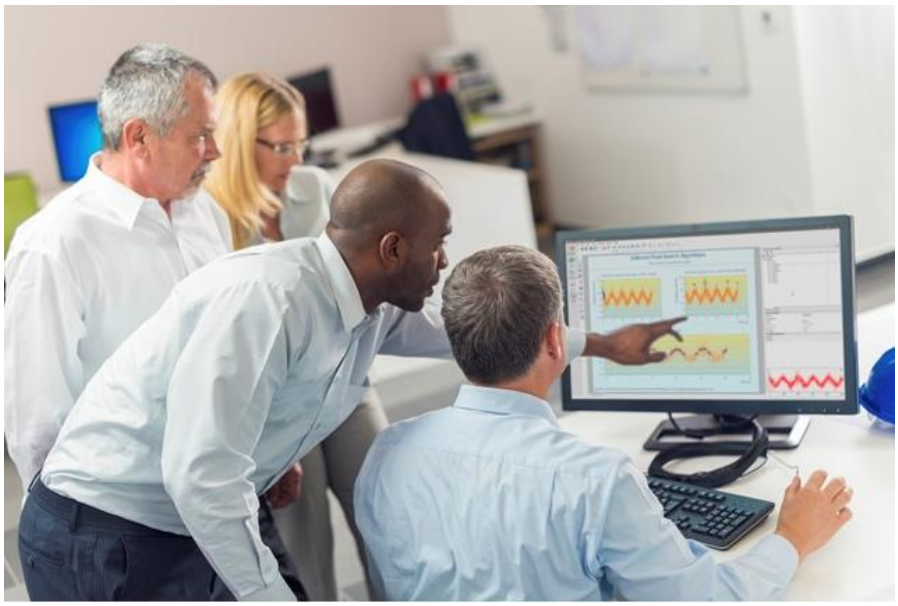
0730 – 0930	***Analysis Class Modelling (cont'd)*** *Associates & Multiplicity*
0930 – 0945	*Break*
0945 – 1100	***Analysis Class Modelling (cont'd)*** *Naming Associations*
1100 – 1215	***Analysis Class Modelling (cont'd)*** *Naming Associations*
1215 – 1230	*Break*
1230 – 1420	***Analysis Class Modelling (cont'd)*** *Generalisation*
1420 – 1430	***Recap***
1430	*Lunch & End of Day Four*

Day 5

0730 – 0930	***Validation Techniques*** *Cross-Referencing Matrices (CRUD Matrix)*
0930 – 0945	*Break*
0945 – 1100	***Validation Techniques (cont'd)*** *Cross-Referencing Matrices: (CRUD Matrix) (cont'd)*
1100 – 1215	***Validation Techniques (cont'd)*** *Data Navigation Paths*
1215 – 1230	*Break*
1230 – 1300	***Validation Techniques (cont'd)*** *Data Navigation Paths (cont'd)*
1300 – 1315	***Course Conclusion***
1315 – 1415	***COMPETENCY EXAM***
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

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