

Data-driven techniques, tools & strategies

# DATA ANALYTICS & MACHINE LEARNING



## ON-SITE COMPANY TRAINING & BOOTCAMPS

Training courses in data analytics & machine learning delivered to teams sizes up to 15 people over 1-2 days designed to transform working practices

COURSE ORB#001

### Predictive Analytics

Learn machine learning fundamentals & how they can improve decision making, automate detection of key data patterns & deliver value to business

- Machine learning fundamentals & CRISP-DM
- Interactive model development exercises in R
- Practical guidance on use-case identification
- Operationalizing machine learning models
- Common modelling challenges, faults & errors

COURSE ORB#002

### BI & Dashboards

Learn about data visualization theory, dashboard & data-driven best practice, building interactive dashboards, pros & cons of different technology options

- Data visualization theory & principles
- Building effective interactive dashboards
- Proprietary products Vs open source coding
- Data connectors & data architecture options
- Deployment, maintenance, sustainability & costs

COURSE ORB#003

### Data Analytics 101

Learn about each step of the analytics continuum & how to build strategic capability to maintain competitiveness in a data-driven market

- The four levels of data analytics in practice
- Skills, resources & technologies required
- Guidance on set-up costs, challenges & options
- Executing proof-of-concepts with CRISP-DM
- Upskilling, new hires/roles & recruitment
- Working with vendors & partners

COURSE ORB#004

### R for Business

Bootcamp in the statistical programming language R, how it's be used to build machine learning models & interactive web based dashboards

- Introduction to R programming
- Key R functions, libraries & capability
- Using R in a business & work environment
- Efficiency gains, R Vs traditional Excel approaches
- Interactive coding exercises (wrangling, modelling)
- R Shiny for dashboard & web app development
- Managing business apps on shinyapps.io

## TRAINING BENEFITS



- Work faster, better & cheaper > Improve competitiveness
- Use the latest technology > Attract & retain the best talent
- Build strategic competency > Communicate intelligently with vendors
- Become data-driven > Have a future-ready work environment



Data-driven



Digital Delivery

Data collection &amp; integration

Trending &amp; business intelligence

Algorithmic modelling



Identifying business use-cases

Applying domain knowledge

Business validation &amp; rewards



Contact information

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For more information, options &amp; costs

All courses are delivered by an experienced head of data science with practical experience of executing multiple AI & analytics projects for large multinational companies across a wide range of sectors, setting up a centre of excellence for data analytics in Ireland and guiding a series of internal digital transformation initiatives.