

A blurred background image of a workspace. A laptop screen in the center displays a data analysis interface with various charts and graphs. To the right of the laptop is a smartphone, and above it is a tablet showing a document. A pair of glasses lies on the desk to the right of the laptop. The overall theme is professional and focused on technology and data.

Future-proof Courses

Intro to Data Science

Structure

1. Data collection methods, data wrangling, cleaning, and sampling to get a suitable data set

- Introduction to Data Science, Definition and Usage
- Types of Data Analysis for Business purposes
- Opening the Data base
- Basic operation in SPSS
- Creation of dataset for analysis, Import and export of data
- Types of data
- Data collection and dataset cleaning
- Sampling, error term and confidence interval
- Compilation of the Instrument for data collection

2. Data management - accessing reliable data

- Descriptive data analysis
- Data analysis - frequencies and correlations
- Exporting tables to MS Excel
- Formatting and preparation of data for visualization
- Creation of suitable graphs for different types of data
- Formatting of graphs
- Data interpretation

3. Exploratory data analysis

- Introduction to linear regression
- Linear regression tests: p value and Pearson correlation
- Simple regression and multiple linear regression
- Creation of scatterplot
- Scatter matrix
- Histogram creation

4. Prediction or statistical learning

- Regression in SPSS
- T-test and p value
- Correlation
- ANOVA testing (hypothesis)
- Chi square Test

5. Communication – summarizing results through visualization, stories, and interpretable summaries and reporting

- Assignment and data analysis in SPSS software
- Data interpretation and data visualization
- Report Writing

Lecturer's Short Bio



Hana Hoxha

15 years of experience in market intelligence, monitoring & analytics, product development and marketing.

Mrs. Hana Hoxha has more than fifteen years of professional work experience with a wide range of expertise in private sector businesses and international development organizations, focused on Economic Growth Projects founded by USAID, SDC, ADA.

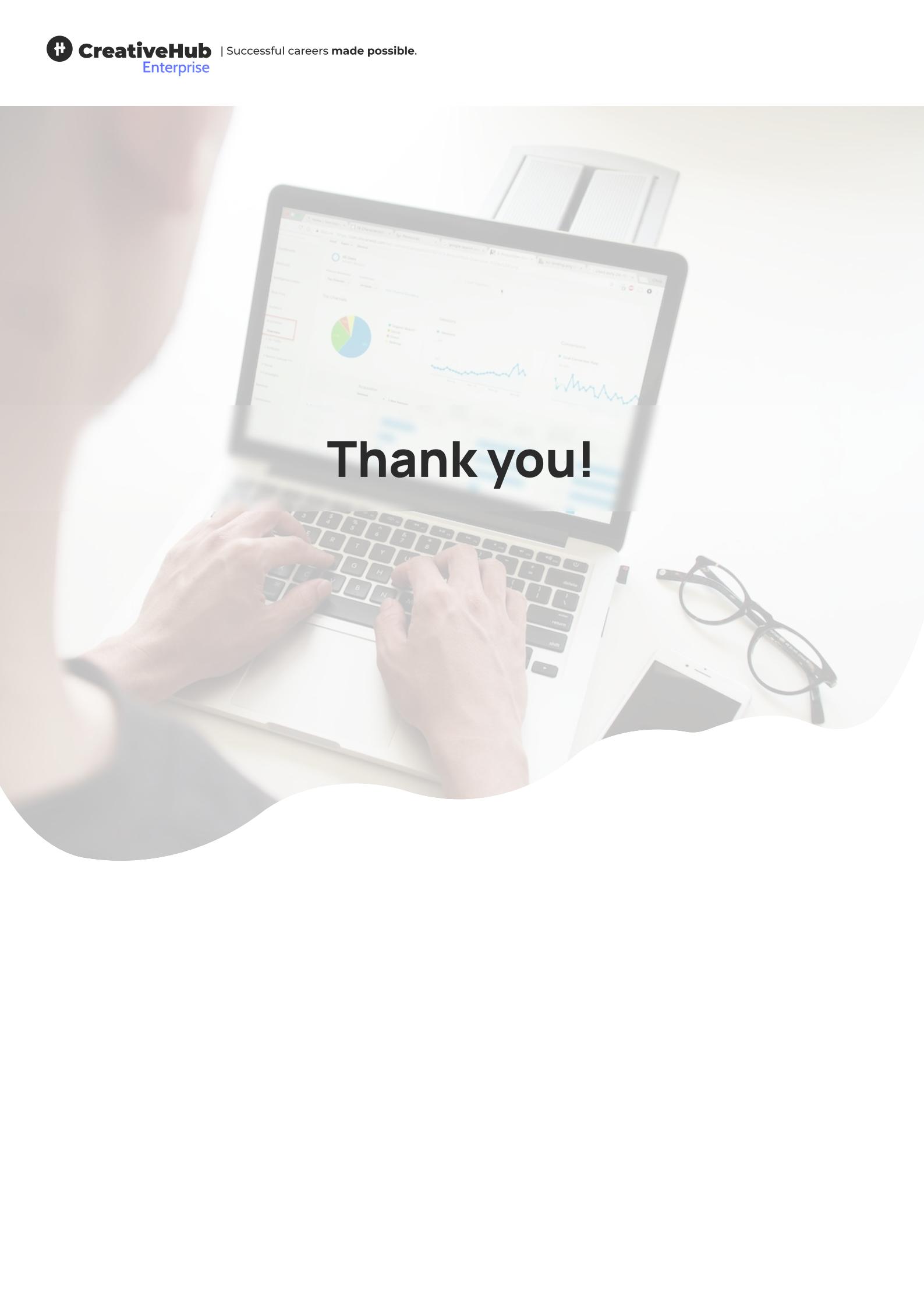
Her experience is focused especially on market intelligence, monitoring & evaluation, data analysis and data science, reporting, product development, marketing intelligence, impact assessments and baseline studies using different types of methodologies including Qualitative, Quantitative and Theory of Change approach (ToC).

She has strong analytical and reporting skills as well as a countless amount of knowledge and experience with market research methods such as quantitative and qualitative.

Apart from research methods, she is highly familiar with statistical software including SPSS and E Views for macro-economic analysis and projections, visualizing data and reporting.

Mrs. Hana Hoxha has worked as a trainer, consultant and mentor mainly in the topics related to market intelligence, data science and monitoring & evaluation, offering in classroom trainings and one to one coaching for companies and for individuals.

She is currently a Phd Candidate at The University of Ljubljana.



Thank you!