

Mastering Data Analytics

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MASTERING DATA ANALYTICS

BUSINESS INTELLIGENCE PROGRAM

TABLE OF CONTENTS



• Company	3
• Our Experts	5
• Lecturers	6
• Enterprise	7
• Who is this course for?	8
• Our unique selling point (USP)	9
• Course content	10
• Demo	37
• Materials	38
• Certificates	42
• Support	43
• Alumni	45
• Feedbacks	46
• Follow us	47

VỀ CHÚNG TÔI

Mastering Data Analytics

nha cung cấp dịch vụ đào tạo & tư vấn phân tích dữ liệu hàng đầu cho các cá nhân và doanh nghiệp tại Việt Nam.



TRAINING PUBLIC COURSES



The screenshot shows a video conference interface with a grid of participants. The top row includes icons for N, KN, HN, VL, and HN. Subsequent rows show more participants with icons like HP, TN, K, K, KH, L, PT, T, TT, N, T, B, K, and others. To the right of the grid is a sidebar titled 'Người tham gia' (Participants) listing names such as 'Nguyễn Văn Khanh Trinh', 'K38 ONL - Phạm Hồng Nhung', 'K38 ONL - Nguyễn Thị Huyền - A...', 'Van Hien Le', 'Hoa Nguyen', 'Hue Pham', 'B1 K38 Nguyễn Cát Tiên', 'K38 ONL - Phạm Minh Toàn', 'K38 ONL - Đặng Minh Ngọc', 'Trần Hà Anh K38 ONL', 'K38 ONL - Vũ Thị Thanh Hằng', 'B1-K38ONLINE-THAO NGUYEN...', 'Lyhuynh', 'Phuong Le Thi', 'Tân Trần', 'Tuan Truong', 'K38 OL - Trần Thu Trang', 'Tết Nguyễn', 'Mai Thị Quyên', 'B1 K38 Nguyễn Thị Hồng Thái', 'K38 ONL - Trần Hà Linh', 'Nguyễn Thị Tuyền K38 ONL', 'K38 OFFLINE Dương Mạnh Thái', 'Luu Khanh Linh', 'K38 ONL - Lê Tuấn Dũng'. Below the grid is a toolbar with search, filter, and other options. To the right of the interface is a wall of logos for various companies including PNJ, TIKI, Sacombank, ZaloPay, Gihot, RYSK, momo, One Mount Group, and many others from different industries.



BI K38 - T2&5 (08/05/2023) 99 External 1. Lớp BI

Chat **THÔNG BÁO LỚP B...** **Các link cần nh...** **BI K38_Bài tập ...**

BI K34 - T2&T5 (27/10/2022)
109 thành viên | [BI_Mastering Data Analytics](#)

BI K33 - T3&T6 (30/08/2022)
92 thành viên | [BI_Mastering Data Analytics](#)

- 44 public training courses.
- 80 - 100 students/course
- 1200+ students
- 500+ enterprises

KHÓA HỌC

COURSE

MDA là trung tâm đào tạo duy nhất tại Việt Nam giảng dạy

Phương Pháp Phân Tích Có Hệ Thống & Thực Tế
từ “Dữ Liệu Thô” đến “Kể Chuyện với Dữ Liệu”

Analytics for Everyone:
Reinventing your business
with data



BUSINESS INTELLIGENCE PROGRAM

- Business Intelligence Fundamental – Kiến thức cơ bản Phân Tích Dữ Liệu Kinh Doanh
- Business Statistics – Các phương pháp thống kê
- Descriptive Analytics – Phân tích mô tả
- Diagnostic Analytics – Phân tích chuẩn đoán
- Data Visualization & Storytelling – Trực quan hóa & kể chuyện với dữ liệu
- Business Intelligence Capstone Project – Dự án Phân Tích Dữ Liệu Kinh Doanh thực tế

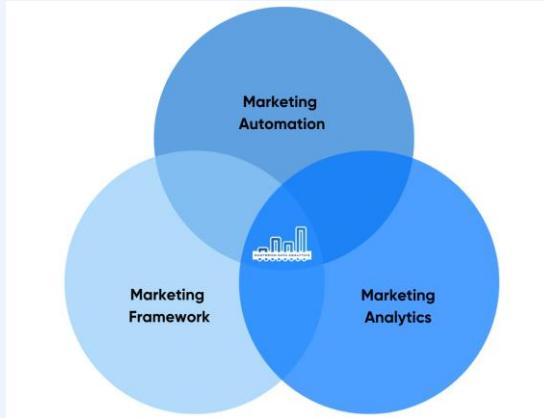


BUSINESS ANALYTICS PROGRAM

- Business Analytics Fundamental – Kiến thức cơ bản Phân Tích Dữ Liệu Kinh Doanh
- Machine Learning in Business Analytics – Máy học trong Phân Tích Dữ Liệu Kinh Doanh
- Predictive Analytics – Phân tích dự đoán
- Prescriptive Analytics – Phân tích đề xuất
- Communicating Business Analytics Results – Diễn giải / truyền đạt kết quả
- Business Analytics Capstone Project - Dự án Phân Tích Dữ Liệu Kinh Doanh thực tế

KHÓA HỌC

COURSE



MARKETING AUTOMATION & ANALYTICS PROGRAM



- Marketing automation & analytics key
- Data-driven marketing fundamentals
- Discovering marketing data sources and how to collect them
- Understanding marketing channels' metrics and their applications
- Automation marketing operation & analytics flow
- Actionable insights development & application
- Automation marketing operation dashboard & metrics
- Advanced marketing analytics
- Demo quy trình End-to-End để trả lời câu hỏi Markeing chuyên sâu
- Marketing Automation & Analytics Capstone Project



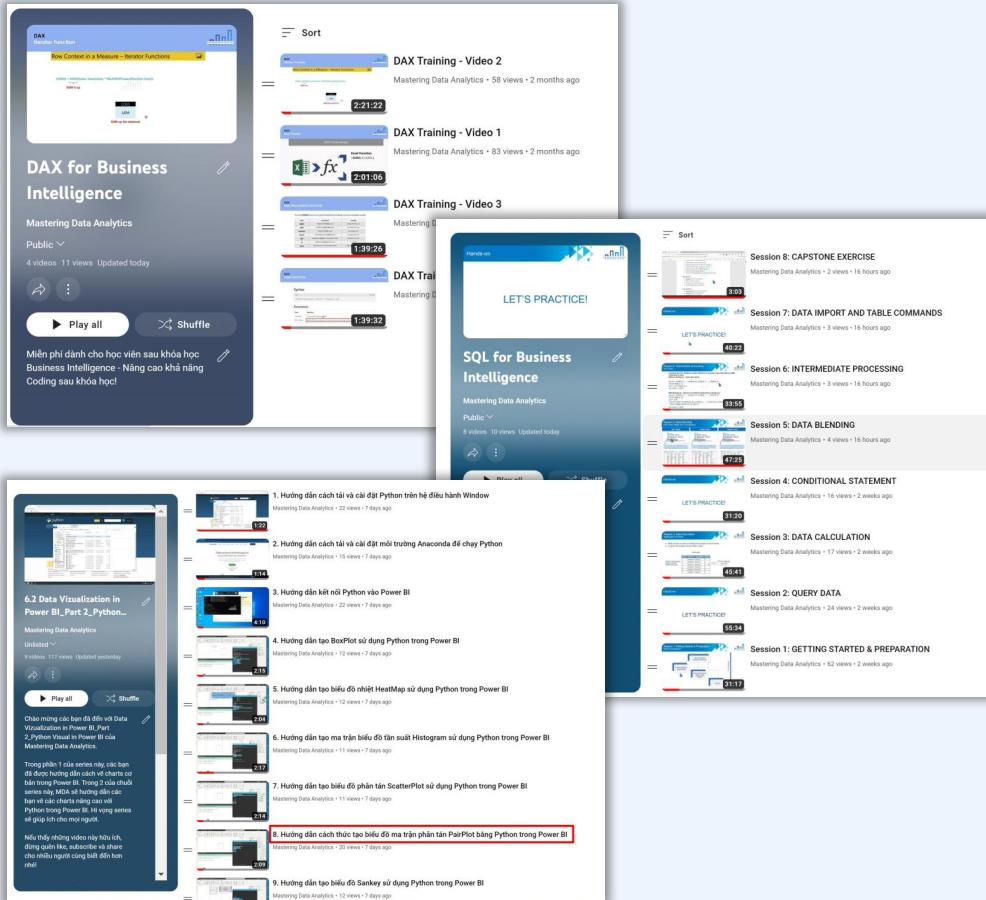
SALES & CUSTOMER SERVICE ANALYTICS PROGRAM

- Data-Driven Sales Fundamentals
- Salesforce as a Sales Enablement Tool
- Explore Customer Service fundamentals
- Service Cloud for Customer Service Excellence
- Powerful Sales & Customer Service Combination

KHÓA HỌC

COURSE – Series Khóa Học Coding

SERIES TECHNOLOGY TRAINING



DAX for Business Intelligence

Mastering Data Analytics
Public
4 videos, 11 views Updated today

LET'S PRACTICE!

SQL for Business Intelligence

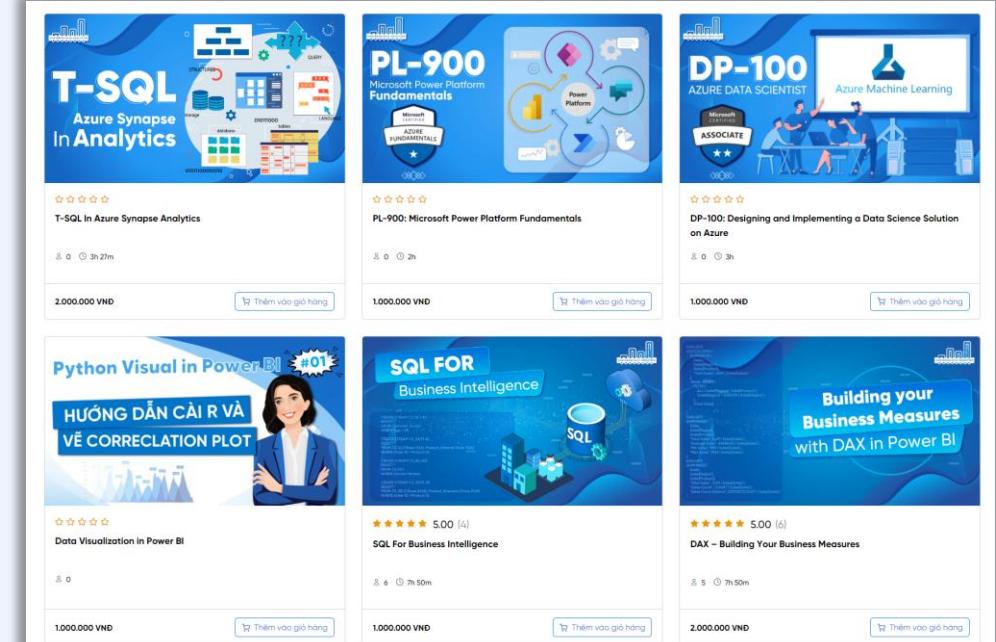
Mastering Data Analytics
Public
8 videos, 10 views Updated today

6.2 Data Visualization in Power BI_Part_2_Python

Mastering Data Analytics
Unlisted
9 videos, 117 views Updated yesterday

Mỗi bài học đều có bài tập và bài kiểm tra để đánh giá kiến thức.

LMS TECHNOLOGY TRAINING



T-SQL Azure Synapse In Analytics

Mastering Data Analytics
2.000.000 VND

PL-900 Microsoft Power Platform Fundamentals

Mastering Data Analytics
1.000.000 VND

DP-100 AZURE DATA SCIENTIST

Mastering Data Analytics
1.000.000 VND

Python Visual in Power BI #01

Mastering Data Analytics
1.000.000 VND

SQL For Business Intelligence

Mastering Data Analytics
1.000.000 VND

Building your Business Measures with DAX in Power BI

Mastering Data Analytics
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LIÊN HỆ

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DOANH NGHIỆP BẠN ĐANG TÌM ĐƠN VỊ TƯ VẤN & TRIỂN KHAI
HỆ THỐNG DATA PLATFORM CHUYÊN NGHIỆP?

**TẬP TRUNG TOÀN BỘ
DỮ LIỆU DOANH NGHIỆP**

- Di chuyển hệ thống dữ liệu On Premise lên nền tảng Cloud AZURE & ORACLE
- Đội dự án triển khai 30 nhân sự chất lượng cao đầy đủ chứng chỉ, kinh nghiệm dự án liên quan & trình độ chuyên môn cao
- Xây dựng Data Warehouse & Lakehouse chuyên nghiệp, tư vấn chuyên sâu Data Governance, tích hợp IoT ...
- Kinh nghiệm triển khai thực tế tại các tổ chức lớn, tập đoàn hàng đầu Việt Nam & các dự án quốc tế

TƯ VẤN & TRIỂN KHAI
HỆ THỐNG "BÁO CÁO & PHÂN TÍCH DỮ LIỆU" CHUYÊN NGHIỆP

LIÊN HỆ DEMO THỰC TẾ

- Triển khai tất cả phòng ban
- Hệ thống Dashboard bài bản
- "Insight" có giá trị cho doanh nghiệp
- Dẫn đầu mảng Analytics +4 năm

LECTURES



Our standards:

- ✓ Real Data Analytics Experience
- ✓ Work at big enterprise, MNC, foreign
- ✓ Level manage DA team & delivery DA projects
- ✓ Nice, enthusiasm, training/consulting skills



Phương Thảo

Founder & CEO
@Mastering Data Analytics

Former Business Analytics Manager
@SIFT Analytics Group



Mỹ Linh

Head of Financial Planning &
Business Partner @ AIA

Former Marketing Solution-
Strategy & Planning Lead @Lazada



Đăng Huy

Data Analytics Manager
@Prudential

Former Commercial Finance
Manager @Prudential



Thành Nhân

Data Analytics Team Leader
@ Toshiba



Duy Anh

Head of Marketing Technology &
Digitalization @Talentnet



Bá Mạnh

Vice Director of Operation
(Vietnam & Cambodia)
@ AFR Cloud Computing JSC

CHUYÊN GIA

OUR EXPERT



Đặng Huy

Data Analytics Manager @ Prudential
Former Commercial Finance Manager
@ Prudential

Anh Huy hiện đang là **trưởng phòng Phân tích dữ liệu** tại Hội sở Công ty bảo hiểm nhân thọ **Prudential**, tập trung vào các giải pháp Phân tích dữ liệu trên các nền tảng: Power BI, Power Automate, SQL, Data Bricks, Python ... để **xây dựng các hệ thống phân tích dữ liệu & phân tích chuyên sâu** cho nhiều phòng ban trong tập đoàn. Ngoài kinh nghiệm phân tích dữ liệu chuyên sâu, anh Huy còn **xây dựng & trực tiếp giảng dạy** các nội dung **về Data Analytics cho nội bộ nhân sự Prudential** về **tư duy phân tích dữ liệu, quy trình phân tích Automation End-to-End** trên Power BI & Power Platform.

- Trước đó anh Huy đã xây dựng hệ thống phân tích dữ liệu về **Sales, Distribution Compensation & Commercial Finance**, **anh từng giữ vị trí Former Commercial Finance Manager** tại Prudential.
- Với 10 năm kinh nghiệm làm việc thực tế** sử dụng dữ liệu để ra các quyết định, ứng dụng nhiều phòng ban khác nhau, cùng với am hiểu & nắm rõ các công nghệ trong lĩnh vực Data Analytics, kinh nghiệm giảng dạy Analytics ... Anh Huy sẽ chia sẻ kinh nghiệm thực tiễn về phân tích dữ liệu trong doanh nghiệp qua việc ứng dụng Framework phân tích bài bản, chuyên nghiệp.

CHUYÊN GIA

OUR EXPERT



Mỹ Linh

**Head of Financial Planning &
Business Partner @ AIA**

**Former Marketing Solution- Strategy
& Planning Lead @Lazada**

Chị Linh hiện đang là **Head of Financial Planning & Business Partner @ AIA**. Chị Mỹ Linh có 13 năm kinh nghiệm làm việc, từng giữ vị trí Manager, Head tại các tập đoàn hàng đầu Việt Nam như: **Unilever, Masan, Abbott, Lazada, AIA,...** Chị Linh đã sử dụng các hệ thống báo cáo phân tích dữ liệu tự động & tư duy phân tích dữ liệu để đưa ra các quyết định chuyên sâu về Finance & Marketing trên các hệ thống Business Intelligence trên Power BI, hệ thống BI nội bộ Lazada

- **Former Marketing Solution- Strategy & Planning Lead @Lazada**
- **Former Finance Business Partner & Marketing and User Growth Senior Manager @Lazada**
- **Manager - Trade Finance Partner @ Abbott;**
- **Manager - Supply Chain Finance @Masan.**
- **Với nhiều năm hoạt động trong ngành Finance & Marketing, chị tự tin với chuyên môn cao trong xây dựng & vận hành các hệ thống báo cáo, phân tích dữ liệu về việc lập kế hoạch tài chính, định hướng các chiến lược, giải pháp Marketing, hợp tác kinh doanh và tài chính chuỗi cung ứng.**
- Chị Linh đã hoàn thành chương trình **MBA tại Western Sydney University** bằng chương trình học bổng tài năng.

CHUYÊN GIA OUR EXPERT



Thành Nhân

Data Analytics Team Leader @ Toshiba

Anh Nhân hiện đang là Data Analytics Team Leader tại Toshiba Logistics Vietnam. Ngoài ra, anh Nhân có nhiều kinh nghiệm giảng dạy khi đang giữ vai trò là Former Data Analytics Trainer tại các trung tâm đào tạo trong lĩnh vực Data Analytics. **Anh có nhiều năm làm việc & xây dựng các hệ thống Business Intelligence trong các lĩnh vực Logistics, Manufacturing, Purchasing, Bán lẻ,...**

- Trải qua nhiều dự án, Anh sử dụng thành tạo các công nghệ quen thuộc: Power BI, SQL, Python, Excel và VBA, áp dụng các công cụ tự động hóa trong báo cáo.
- Các chứng chỉ đã đạt: PL-300/DA-100, PL-900 (Microsoft Power Platform), SQL for Daily Inventory.
- Các kỹ năng: Power BI: thành thạo ETL Power Query, sử dụng DAX để phân tích và lập báo cáo.
- SQL: có thể sử dụng SQL để lập báo cáo theo yêu cầu của Bộ phận
- Python: sử dụng Pandas, Numpy, Xlwings . Đặc biệt dùng Dash Framework để làm Dashboard
- Excel: VBA để làm báo cáo cá nhân.
- Hiệu quả trong giao tiếp và kỹ năng thuyết trình bằng tiếng Anh

CHUYÊN GIA OUR EXPERT



Phương Thảo
Director of Mastering Data Analytics

Former Business Analytics Manager
@ SIFT Analytics Group

Chị Phương Thảo hiện đang là **BI/BA Consultant & Trainer** tại **Mastering Data Analytics**. Chị từng là **Business Analytics Manager** tại Công ty tư vấn phân tích dữ liệu **SIFT Analytics Group (Singapore)** với vai trò **quản lý dự án phân tích**, sử dụng công nghệ phân tích như Qlik Sense, Tableau, Alteryx ... để hiểu dữ liệu khách hàng, tương tác với nhiều bộ phận kinh doanh và phân tích của khách hàng, xây dựng và rà soát mô hình học máy, **trình bày kết quả phân tích với Ban quản trị cấp cao về dự án**. Ngoài những dự án tư vấn cho các doanh nghiệp lớn tại Việt Nam, **Chị Thảo từng tham gia tư vấn các dự án Global như dự án với DFS – Duty Free Store cùng với team Singapore**.

- Trước đó, Chị cũng có **nhiều năm kinh nghiệm phân tích dữ liệu tại Hội sở chính cho Ngân hàng, tập đoàn Tài chính Top 1 tại Việt Nam**. Trong nhiều năm làm việc, Chị Phương Thảo cũng đã sử dụng SAS VA, SQL, Excel, Power BI, XLSTAT, Palisade, Frontline Solver ... thực hành phân tích và làm nhiều báo cáo phân tích chuyên sâu cho Hội đồng quản trị và Ban Tổng Giám đốc cấp cao. **Chị cũng đạt chứng chỉ về Power BI** như: Microsoft Power BI Data Analyst (PL-300), **Alteryx Core & Advance** (Leader in Data Science & Machine Learning Platform), **Business Analytics of Cambridge University**...
- Ngoài ra, chị Thảo còn là Diễn giả tại nhiều sự kiện Data Analytics, Giảng viên cho những khóa đào tạo của SIFT và các đối tác, doanh nghiệp bên ngoài như BIDV, Merck, HSC, AEON Vietnam ... Thảo có chia sẻ những kiến thức về BI, BA qua Page Phuong Thao Analytics, hiện hơn 50.000 followers.

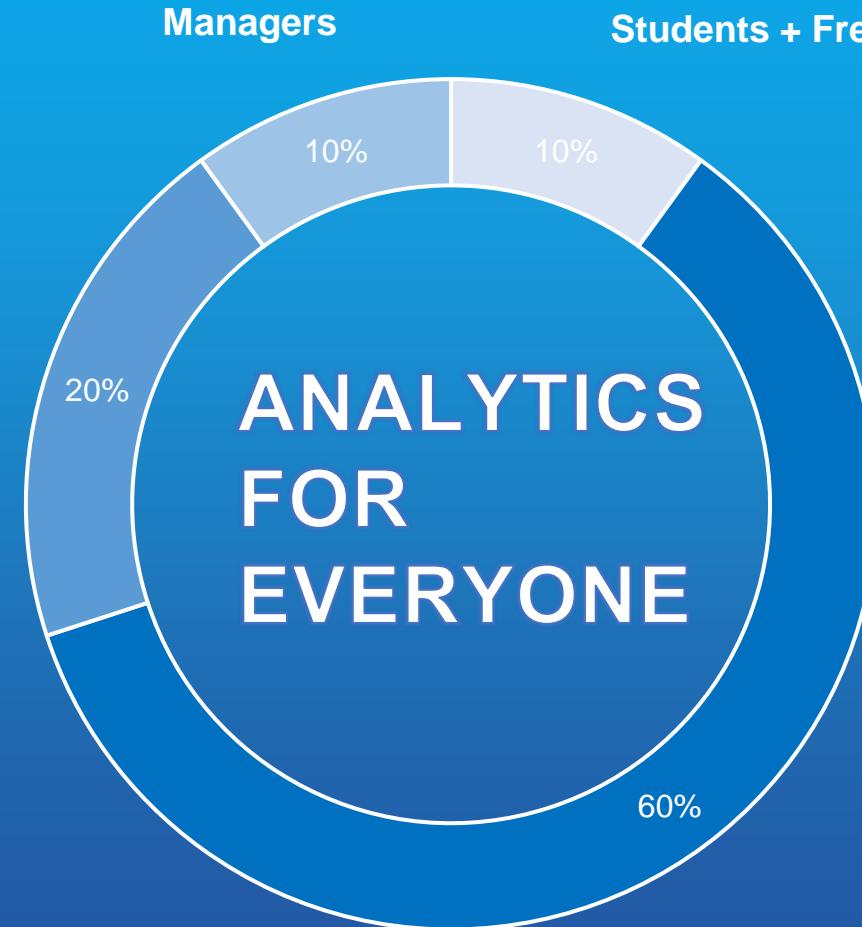


WHO IS THIS COURSE FOR?



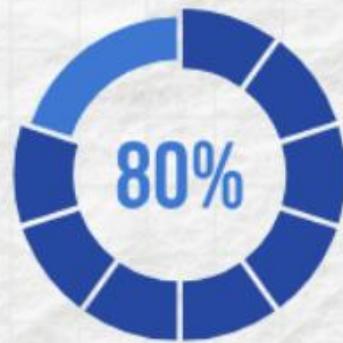
Data Analyst

- Finance
- Banking
- FMCG
- Ecommerce
- Pharmacy
- Retail



- ## Business Users
- Sale
 - Finance
 - HR
 - Supply Chain
 - Marketing
 - Customer

HỌC VIÊN



TRÊN
25 TUỔI



MANAGERS



NGƯỜI
ĐI LÀM

DATA ANALYTICS



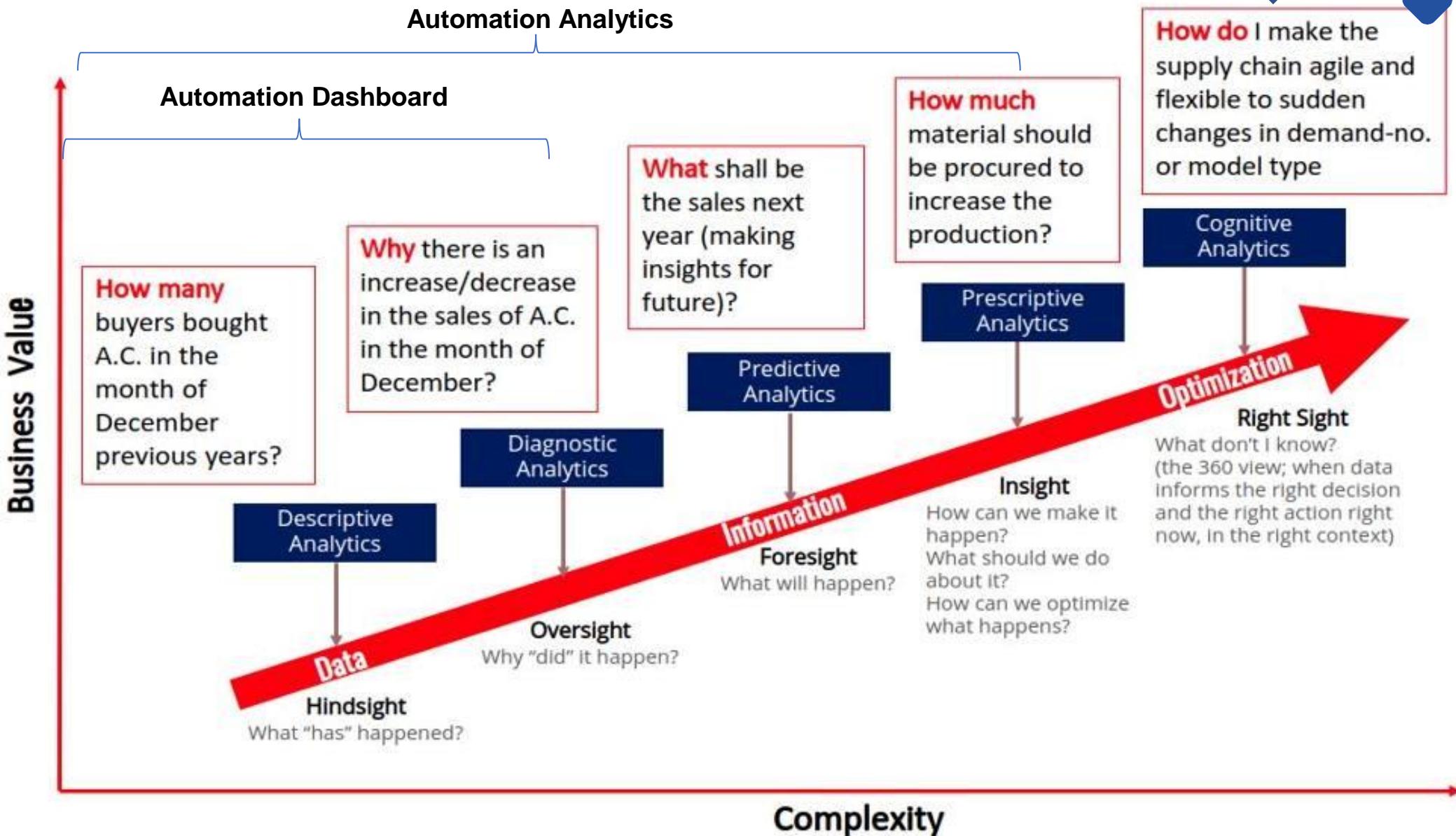
**BUSINESS INTELLIGENCE
(DATA ANALYST)**



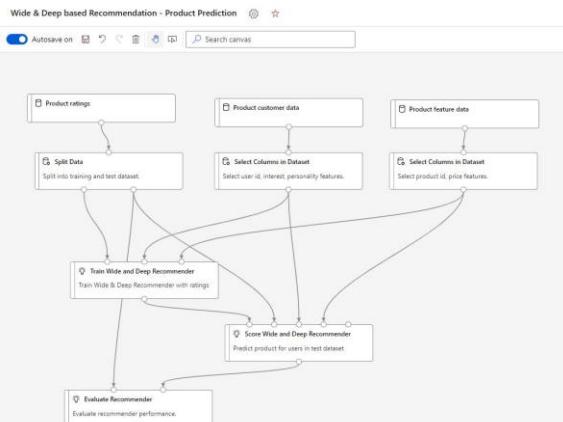
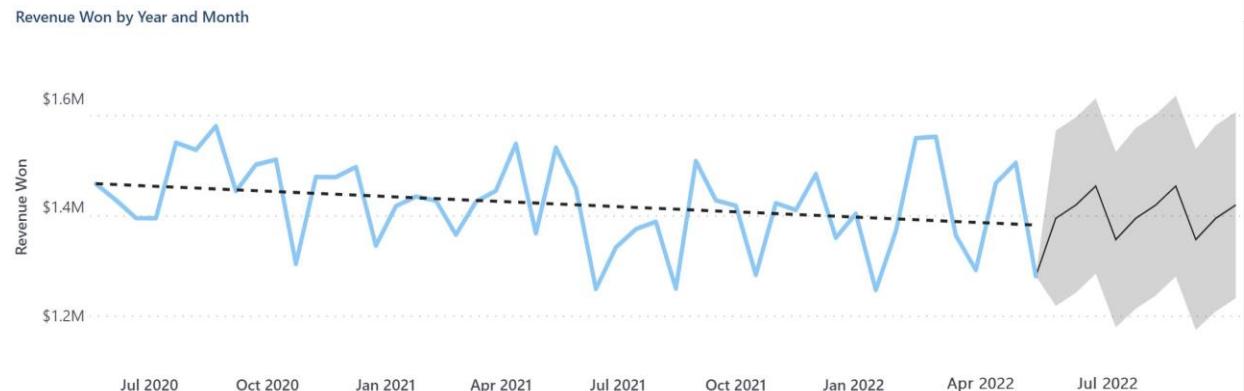
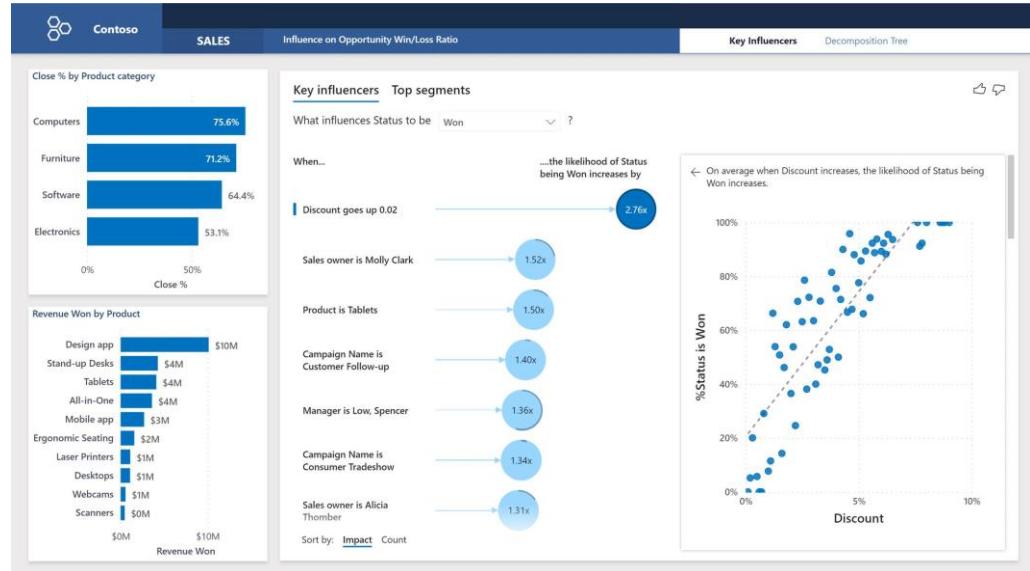
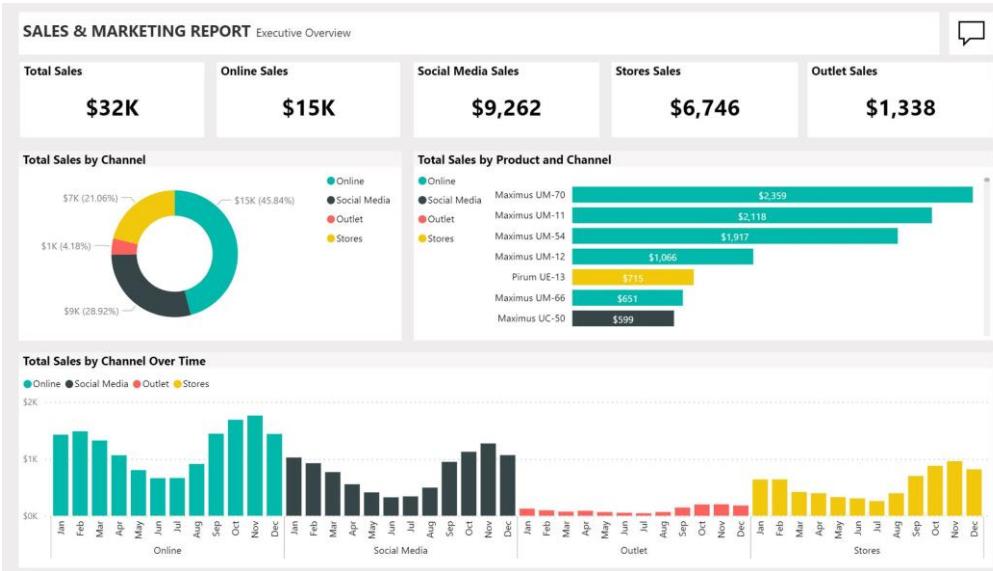
**BUSINESS ANALYTICS
(DATA SCIENTIST)**



DATA ANALYTICS Maturity

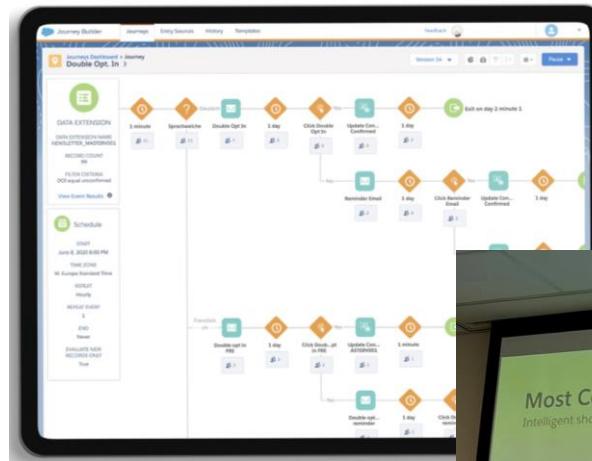
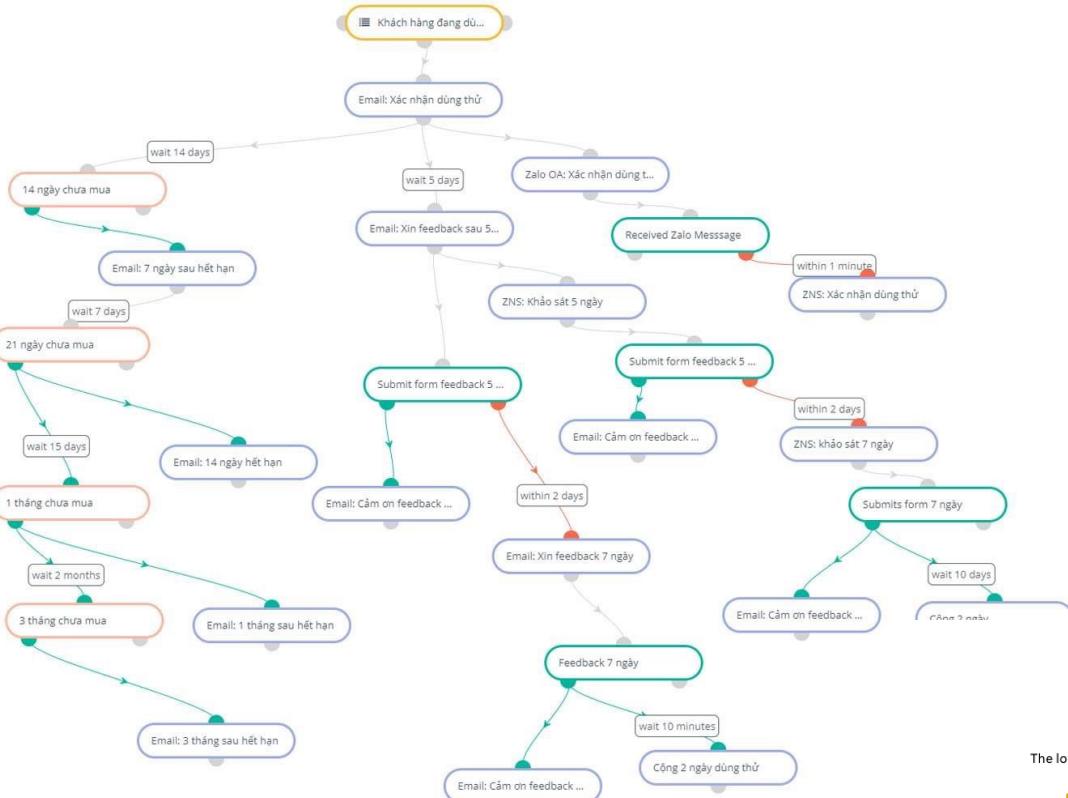


Manual Report -> Automation Analytics -> Automation Action



Source: Microsoft

Manual Report -> Automation Analytics -> Automation Action



Microsoft Power Platform

The low code platform that spans Microsoft 365, Azure, Dynamics 365, and standalone apps.



Power BI
Business analytics



Power Apps
App development



Power Automate
Process automation



Power Virtual Agents
Intelligent virtual agents

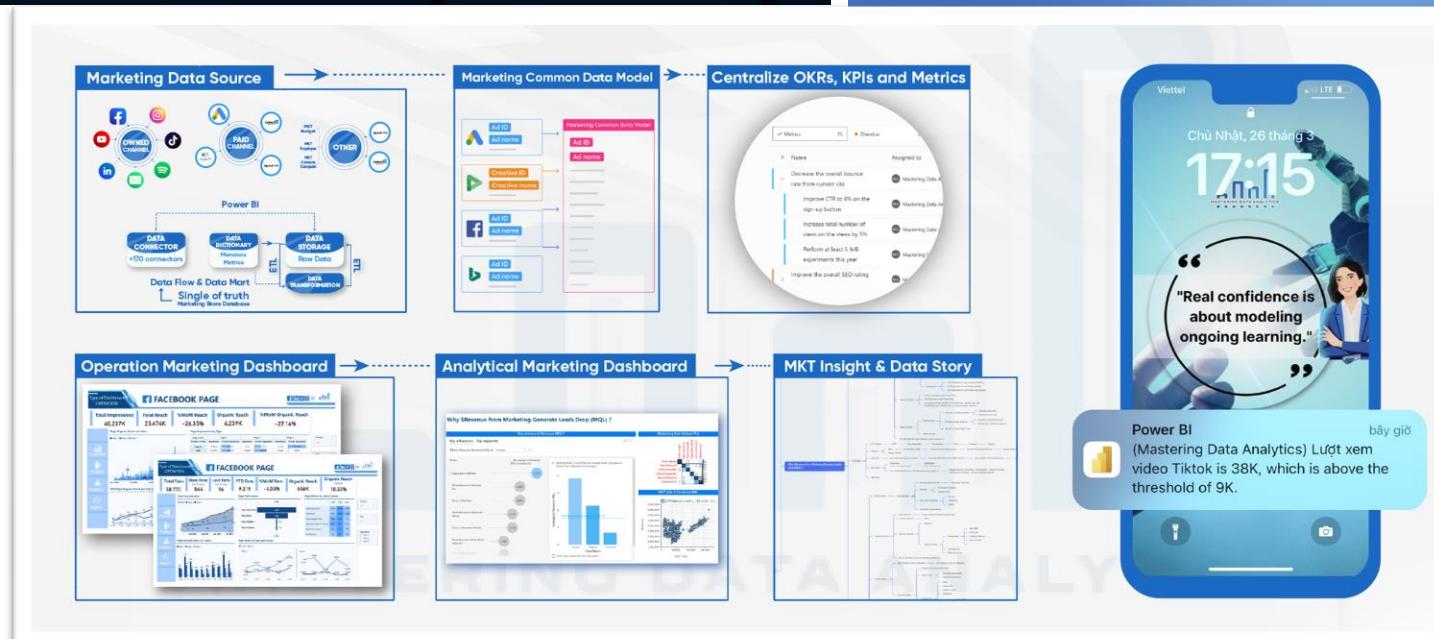


Power Pages
External-facing websites



Source: Internet, Salesforce

Introducing Data Activator



ANALYTICS Industry

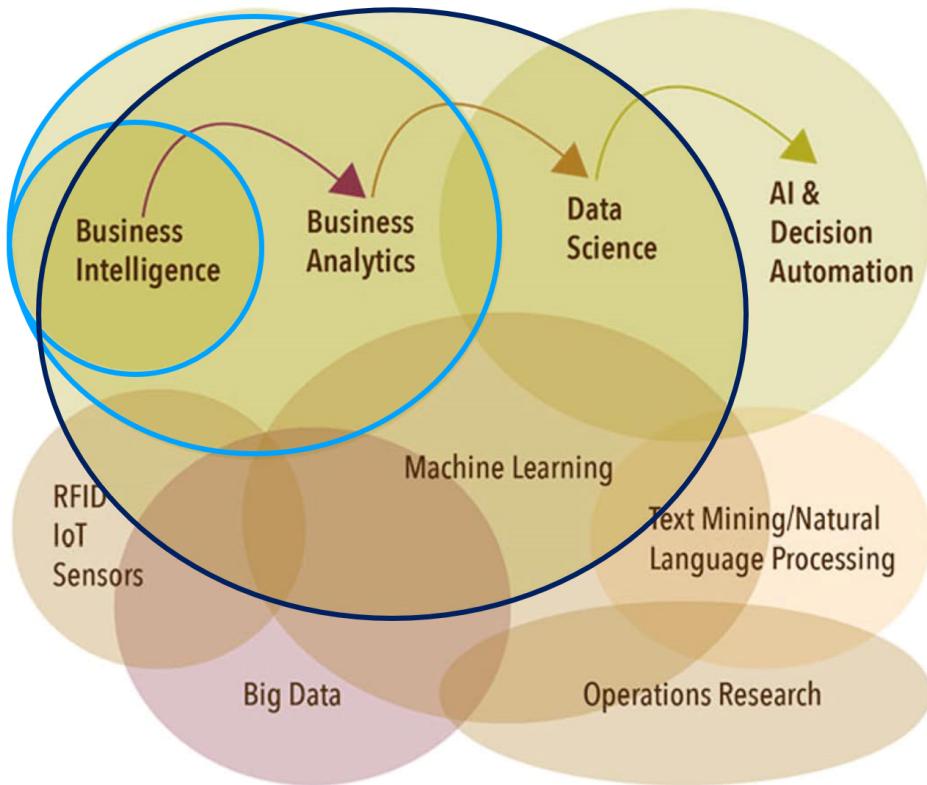


Figure 1. Relationships among the popular terms and concepts in analytics.

	Business Intelligence	Business Analytics	Data Science
Definition	Descriptive analytics (an extension of descriptive analytics, often titled diagnostic analytics) is also called business intelligence.	Business analytics adds predictive and prescriptive modeling on top of business intelligence.	Data science adds big-data enablers, low-level programming (e.g., Python, R, SQL/NoSQL, JavaScript, Perl), and advanced machine learning (i.e., deep learning and its variants).
Same	Both aiming to transform data into information and actionable insights through an algorithm-based discovery process.		
Difference		<ul style="list-style-type: none"> 1. Scope dimension: adds predictive and prescriptive modeling on top of business intelligence. 2. Application domain: business problems. 3. Tools employed: workflow-type tools and readily available algorithms. 4. Higher education degree programs: Business schools offering certificate and graduate/undergraduate degree programs typically title their offerings business analytics. 5. Applicability: business analytics programs are more applied, problem-solving and high-level methodology focused. 	<ul style="list-style-type: none"> 1. Scope dimension: adds big-data enablers, low-level programming (e.g., Python, R, SQL/NoSQL, JavaScript, Perl), and advanced machine learning (i.e., deep learning and its variants). 2. Application domain: broader range of problems. 3. Tools employed: low-level programming and enhanced algorithm and custom solution development processes. 4. Higher education degree programs: computer science, statistics and industrial engineering schools are offering similar programs under the name of data science. 5. Applicability: focus on programming, algorithm development and low-level methods.

Source: INFORMS

ANALYTICS Industry



About a decade ago, several well-known consultancy companies (e.g., IBM, SAS, Gartner, Accenture, IDT, among others) and international institutions embarked on a mission to create such a simple taxonomy for analytics. One of the institutions that embarked on this journey was the Institute for Operations Research and the Management Sciences (**INFORMS**)

August 4, 2021 in Business Analytics

Better Practices for Teaching Business Analytics

Taxonomy for academic institutions' program and course offerings

By Dursun Delen

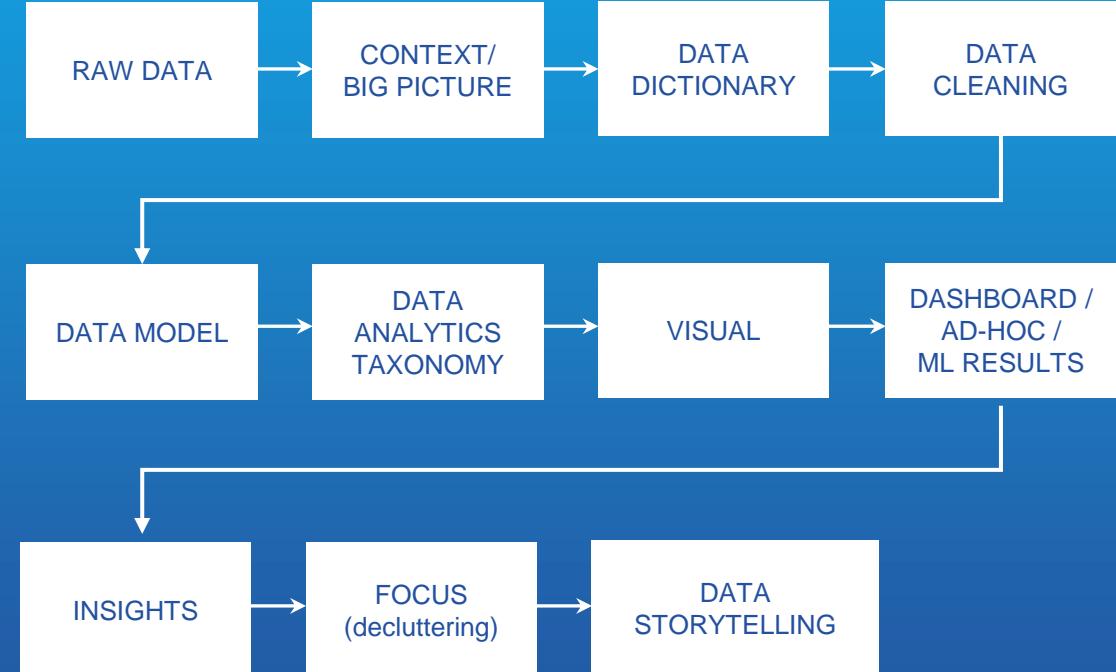
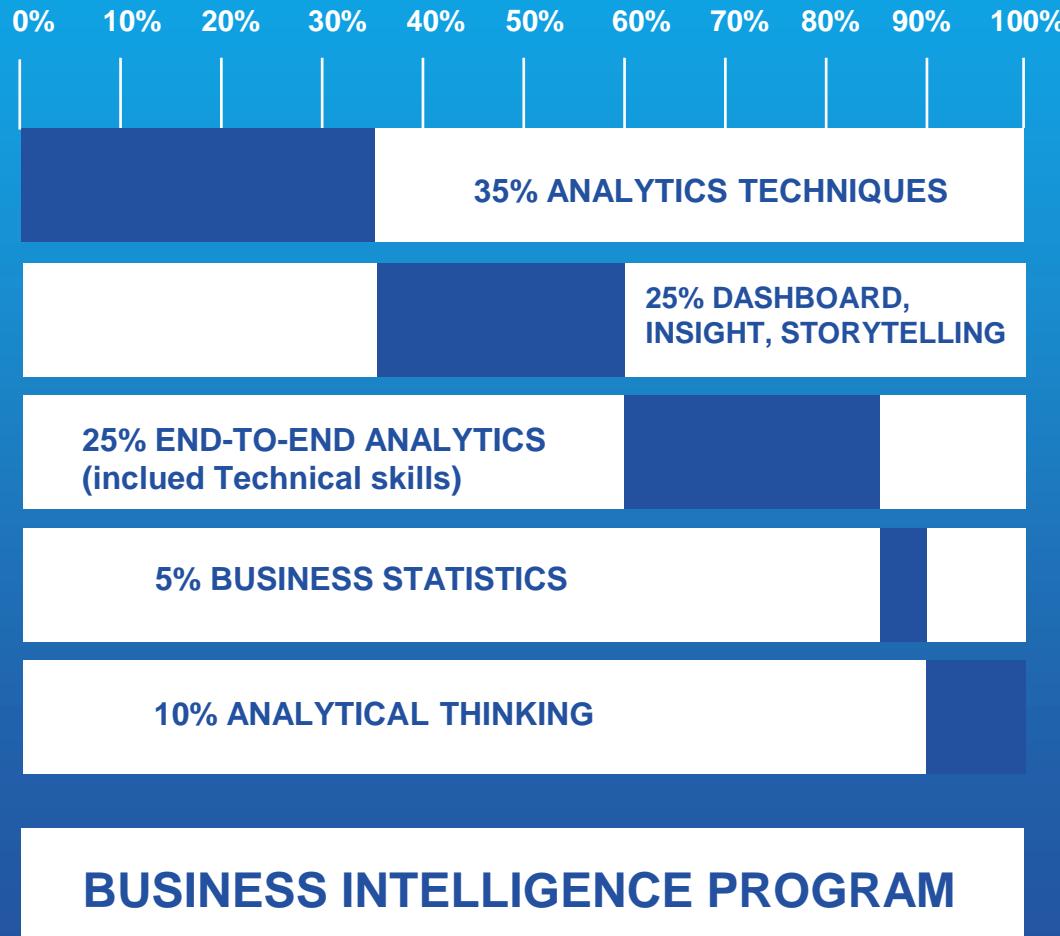
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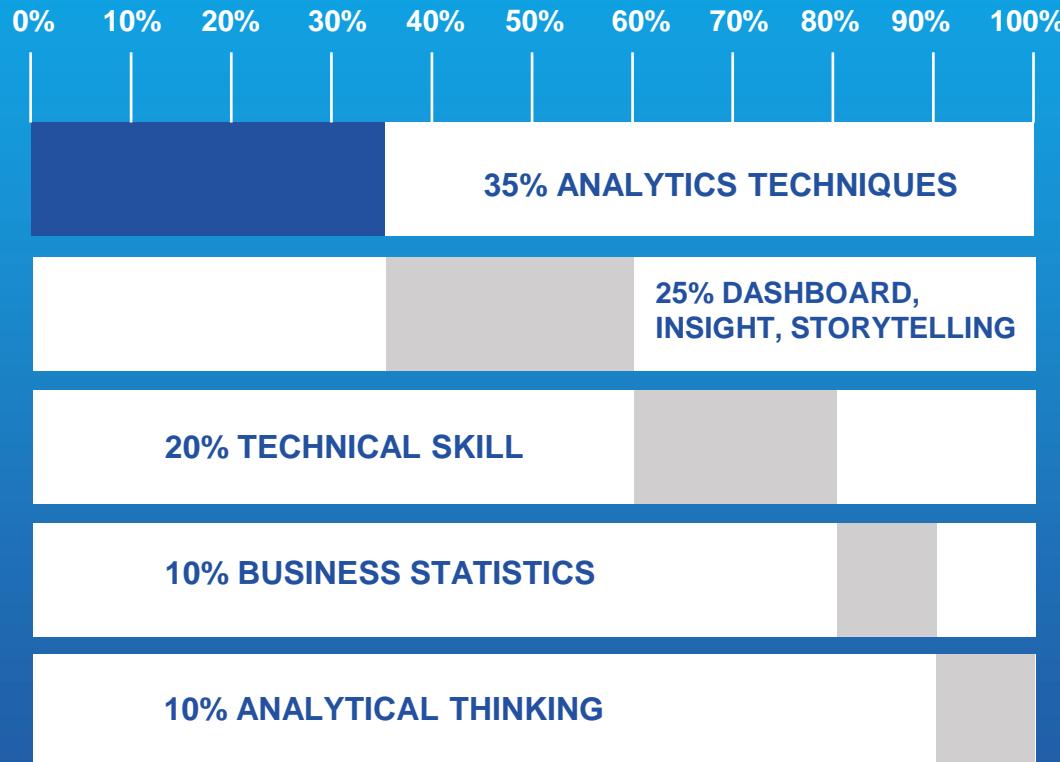
<https://doi.org/10.1287/orms.2021.04.27>



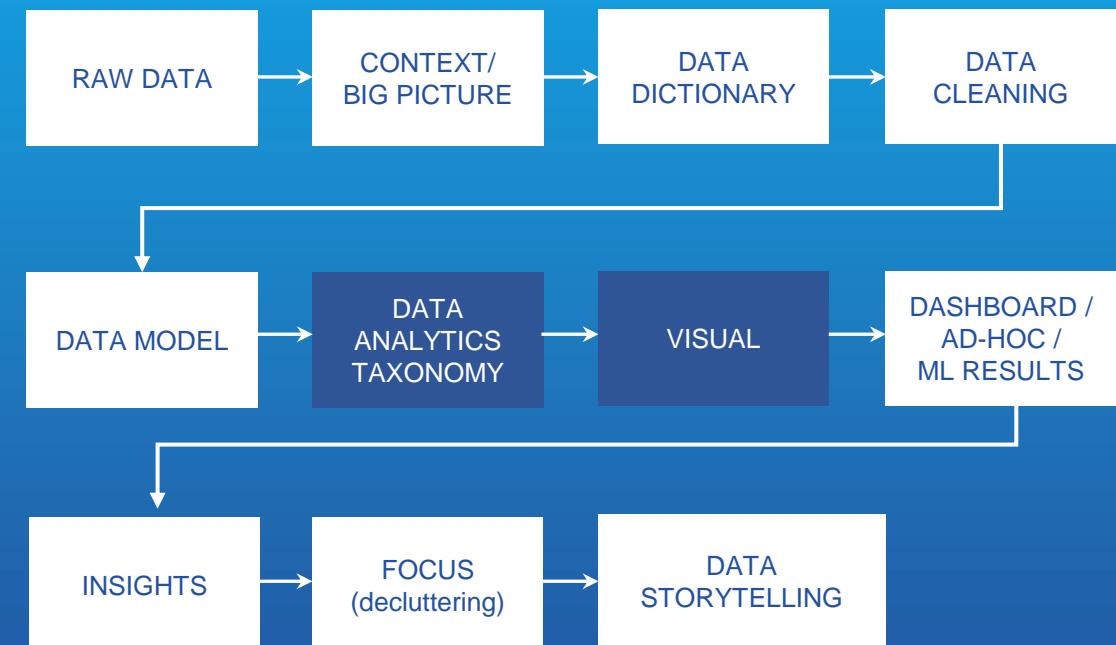
OUR UNIQUE SELLING POINTS (USP)



OUR UNIQUE SELLING POINTS (USP)



BUSINESS INTELLIGENCE PROGRAM



35% ANALYTICS TECHNIQUES (BI)

Detail at [this link](#).

DATA ANALYTICS

DESCRIPTIVE ANALYTICS

What happened?



DIAGNOSTIC ANALYTICS

Why did it happen?



PREDICTIVE ANALYTICS

What will happen?



PRESCRIPTIVE ANALYTICS

How can we make it happen?



**BUSINESS INTELLIGENCE
(DATA ANALYST)**

**BUSINESS ANALYTICS
(DATA SCIENTIST)**



Source: INFORMS

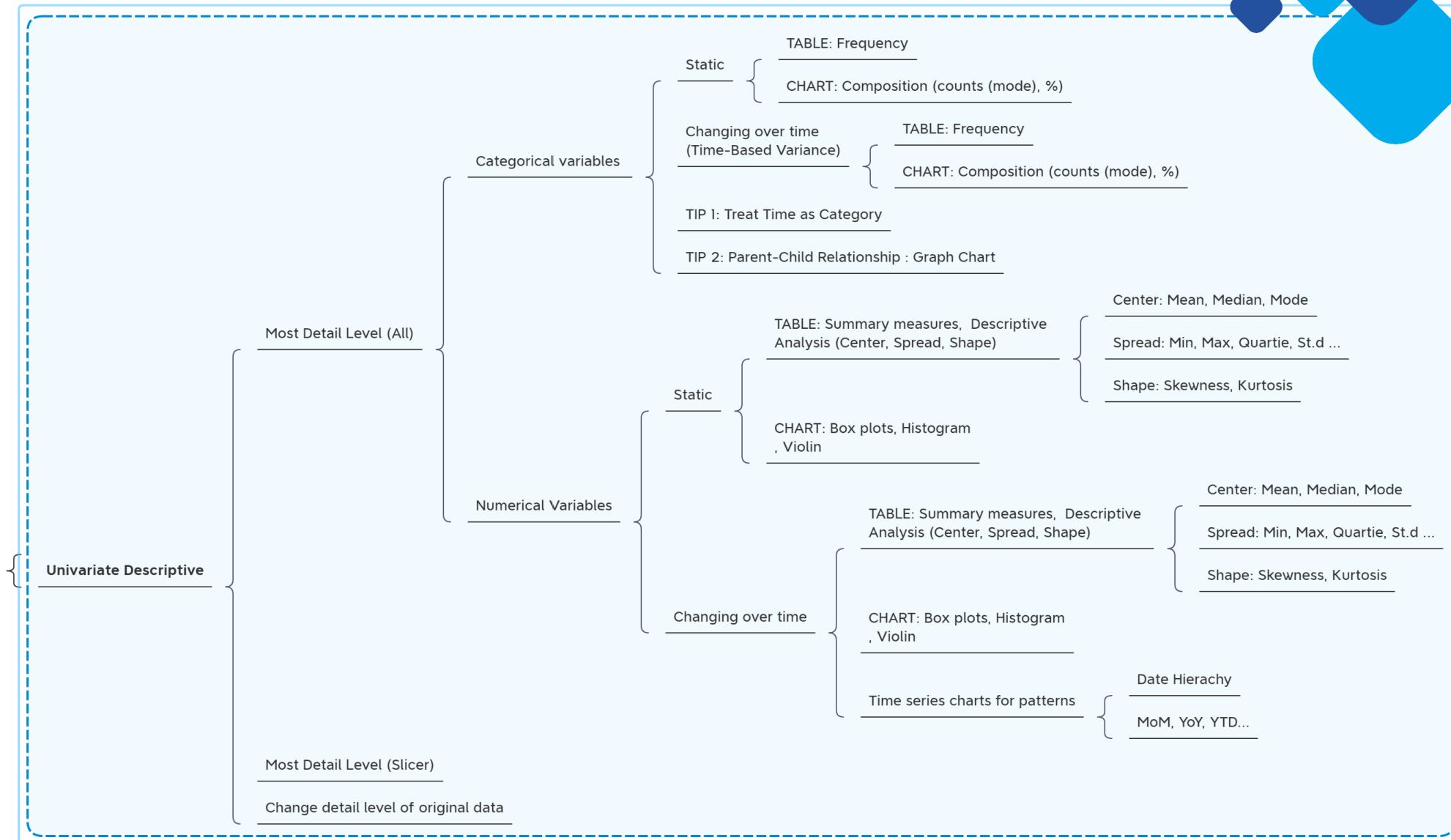
35% ANALYTICS TECHNIQUES (BI)

THE TWO-STEP PROCESS FOR DEVELOPING A DATA STORY



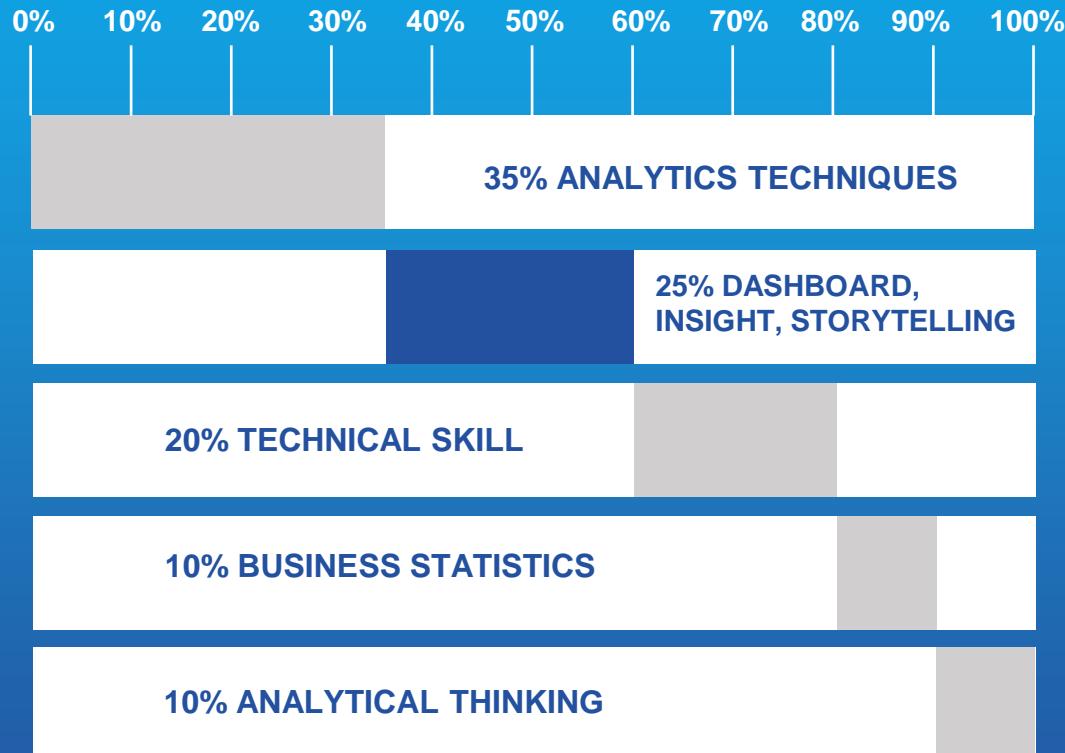
Source: Brent Dykes

35% ANALYTICS TECHNIQUES (BI)

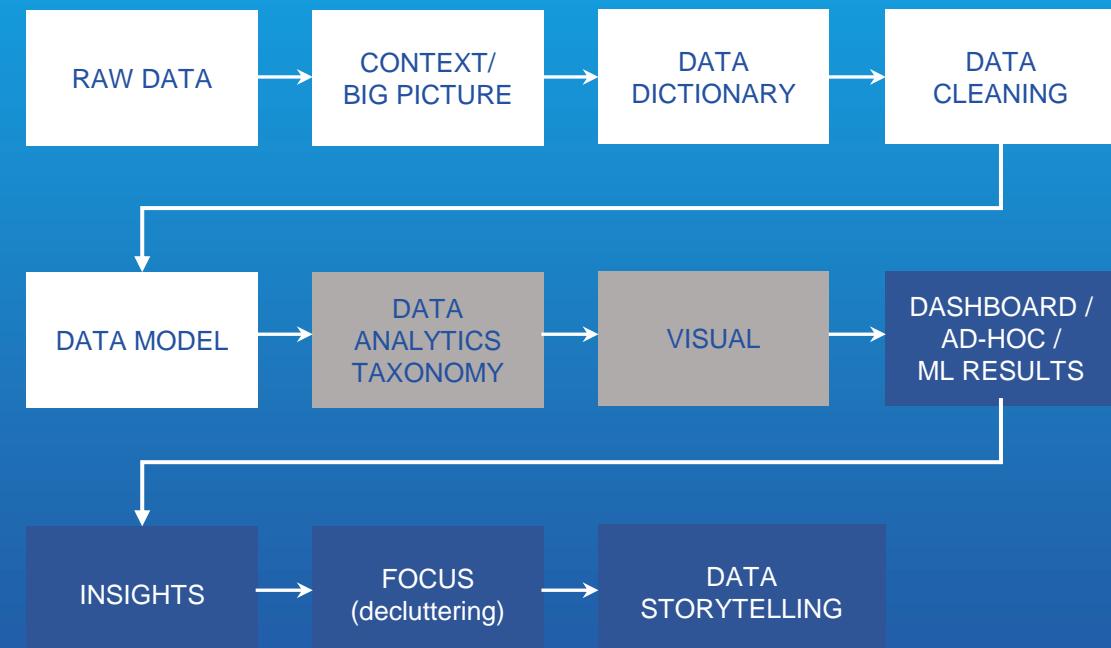




OUR UNIQUE SELLING POINTS (USP)



BUSINESS INTELLIGENCE PROGRAM



25% DASHBOARD, INSIGHT, STORYTELLING

DASHBOARD FRAMEWORK

Types of Analytical Applications



Target Users- Decision makers & Senior Management.

Analysis type - High level measures of performance, Snapshots of daily, weekly & monthly data.

Target Users- Mid management & Planning team.

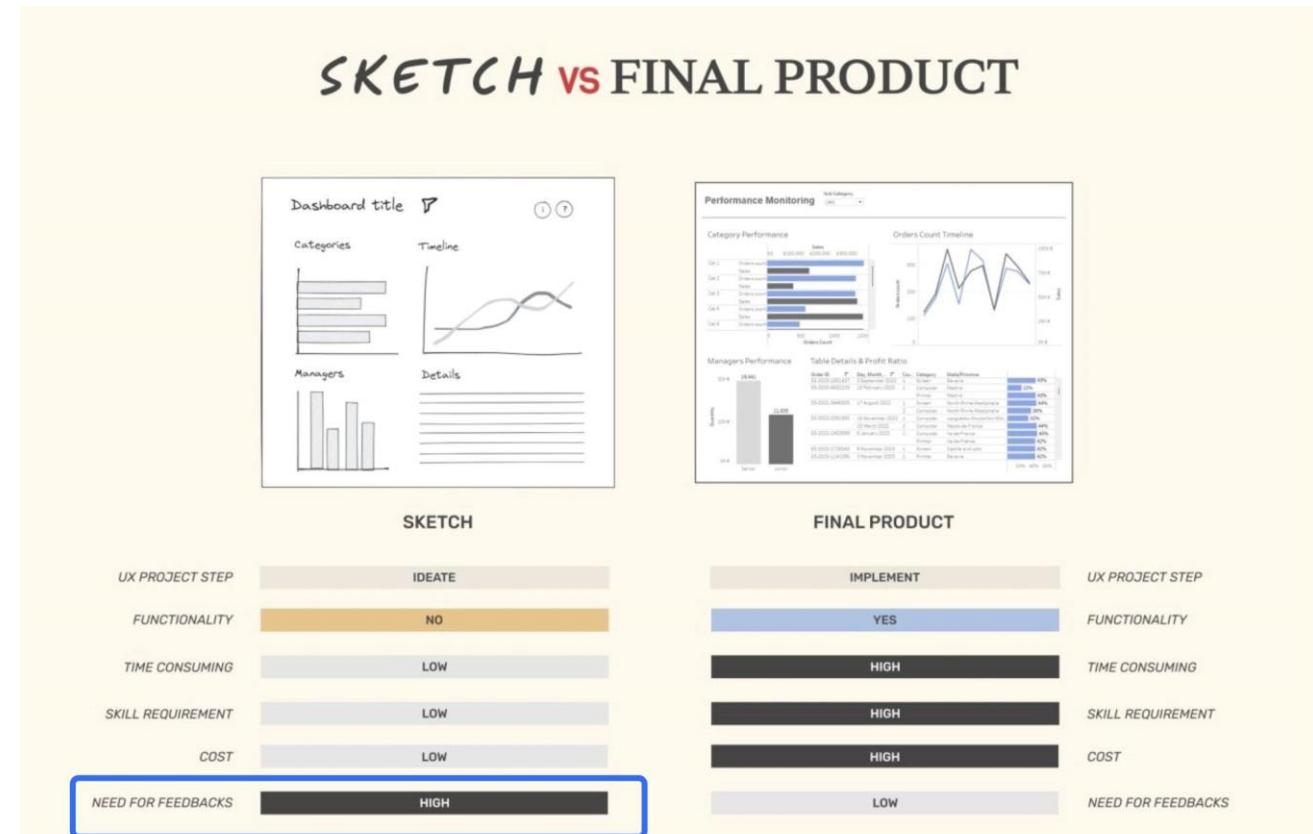
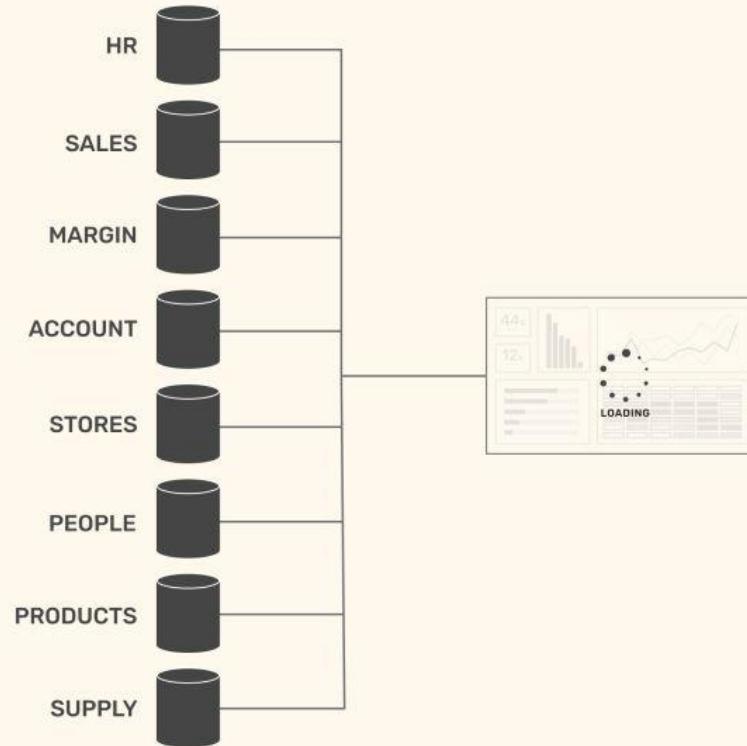
Analysis type - Complex data with rich comparison. Interactive display and historical data.

Target Users- Operational workers.

Analysis type - Monitoring activities that are constantly changing. Shows real time or near real time data.

Source: Inforcepts

STRATEGIC DASHBOARD



OPERATION DASHBOARD



DATA

Mỏ vàng tiềm ẩn trong doanh nghiệp



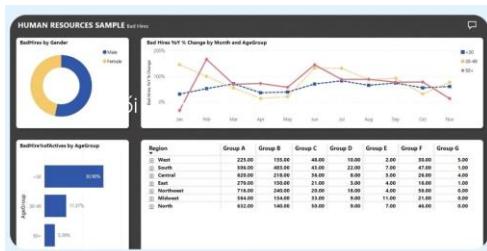
SALES

- Hiểu rõ khách hàng
 - Tìm kiếm **khách hàng tiềm năng**
 - **Nâng cao hiệu suất bán hàng**
 - **Theo dõi doanh thu bán hàng**



MARKETING

- Xác định mục tiêu khách hàng hiệu quả
 - Lựa chọn kênh Marketing phù hợp
 - Theo dõi tỷ lệ chuyển đổi
 - Tối ưu hóa chiến lược Marketing



HR

- **Đánh giá hiệu quả công việc** của nhân viên
 - **Theo dõi hiệu suất** của chương trình đào tạo
 - **Tự động hóa** quy trình HR
 - Xác định nhân viên tiềm năng



FINANCE

- Phân tích hiệu quả hoạt động của doanh nghiệp
 - Dự báo doanh thu và chi phí
 - Đánh giá rủi ro thị trường
 - Phân tích hiệu quả đầu tư và đưa ra quyết định đầu tư phù hợp.

OPERATION DASHBOARD



Tip 1: List metrics

Mastering Data Analytics - Bộ chỉ số về Marketing & Communications - Nhóm Marketing

Business KPI (Chỉ số phân tích kinh doanh)

\$ Customer acquisition cost

Description (Mô tả chỉ số phân tích dữ liệu kinh doanh)

- Function (chức năng): Marketing & Communications
- Group in Function (nhóm chức năng nhỏ): Marketing
- Related KPIs (KPIs liên quan):
 - # New customers, \$ Profit per customer
- Variations (biến thể):
 - \$ Average customer acquisition cost, \$ Cost to acquire a new customer
- Definition (định nghĩa): Measures how much it costs, on average, to acquire a new customer.
- Subordinate Metrics (cấu thành công thức):
 - A = \$ Marketing spend for customer acquisition, B = # New customers
- Calculation Formula (công thức tính):
 - A/B
- Desired Trend (hướng mong muốn về chỉ số):
 - To reflect the cost of acquiring new customers and to assess new customers' profitability.
- Purpose (mục đích): To reflect the cost of acquiring new customers and to assess new customers' profitability.
- BSC Perspective (khía cạnh Balanced Scorecard): Financial
- Objective Measured (mục đích đo lường): Increase customer profitability
- Overall (mục đích tổng thể): Measuring and keeping track of the costs to acquire new customers can help analyzing customer profitability, by different channels and segments, and tracking costs' evolution in time.
- Target (mục tiêu): Customer acquisition costs vary greatly from one industry to another, especially from one type of market to another (B2B or B2C, offline or online).
 - Thresholds (Negative): <3,000
 - Thresholds (Normal): 1,500-3,000
 - Thresholds (Positive): <150
- Data Period (kỳ đo lường): Monthly
- References (nguồn tham khảo): Patel, N. (n.d.). Customer acquisition cost: The one metric that can determine your company's fate, available at <https://neilpatel.com/blog/customer-acquisition-cost/#text=Basically%2C%20the%20>

1

CAC%20bạn%20bị%20tính%20lại%20bởi%20Hoffman,%20K.-D.%20and%20Baroutchi,%20J.-C.%20(2016).%20Services%20marketing:%20Concepts,%20strategies%20and%20cases.%20Cases%20-%20Concepts,%20Strategies,%20Cases.%20doi%2010.1080/13685429.2016.1185429788

Social MKT_API Metrics Copy

All Channel_Metric List

Dashboard

+ Add Record | Customize Field | View Settings | Filter | Group | Sort | Row Height | Generate Form | ... | +

STT	Channel Source	API Source	Category	Name of field	API Code Na...	Type	Eng Description	
1153	1811	Facebook	Facebook ads	Collaborativ...	On-Facebook purchase (shared item)	catalog_segm...	Metrics	The number of purchases made within a Facebook-own...
1154	1812	Facebook	Facebook ads	Collaborativ...	Omni adds to cart conversion value (shared item)	catalog_segm...	Metrics	The total value of the shared items contained in add...
1155	1813	Facebook	Facebook ads	Collaborativ...	Mobile apps adds to cart conversion value (shared item)	catalog_segm...	Metrics	The total value of the shared items contained in mobile...
1156	1814	Facebook	Facebook ads	Collaborativ...	Website adds to cart conversion value (shared item)	catalog_segm...	Metrics	The total value of the shared items contained in websit...
1157	1815	Facebook	Facebook ads	Collaborativ...	Omni purchase conversion value (shared item)	catalog_segm...	Metrics	The total value of the shared items contained in purch...
1158	1816	Facebook	Facebook ads	Collaborativ...	Mobile apps purchase conversion value (shared item)	catalog_segm...	Metrics	The total value of the shared items contained in mobile...
1159	1817	Facebook	Facebook ads	Collaborativ...	Website purchase conversion value (shared item)	catalog_segm...	Metrics	The total value of the shared items contained in websit...
1160	1818	Facebook	Facebook ads	Collaborativ...	Omni purchase ROAS (shared item)	catalog_segm...	Metrics	The total return on ad spend (ROAS) from the purchase...
1161	1819	Facebook	Facebook ads	Collaborativ...	Website purchase ROAS (shared item)	catalog_segm...	Metrics	The total return on ad spend (ROAS) from the shared it...
1162	1820	Facebook	Facebook ads	Collaborativ...	Mobile app purchase ROAS (shared item)	catalog_segm...	Metrics	The total return on ad spend (ROAS) from the shared it...
1163	1821	Facebook	Facebook ads	Deprecated	Cost per ten-second video view	cost_per_10s...	Metrics	Please note that this field will be removed on 2019-10-2...
1164	1822	Facebook	Facebook ads	Deprecated	Cost per website checkout initiated (conversion tracki...	cost_per_offs...	Metrics	Please note that this field will be removed on 2019-05-1...
1165	1823	Facebook	Facebook ads	Deprecated	Messaging replies	messaging_r...	Metrics	Please note that this field will be removed on 2020-01-2...
1166	1824	Facebook	Facebook ads	Deprecated	Cost per website key page view (conversion tracking ...)	cost_per_offs...	Metrics	Please note that this field will be removed on 2019-05-1...
1167	1825	Facebook	Facebook ads	Deprecated	Cost per other website conversion (deprecated)	cost_per_offs...	Metrics	Please note that this field will be removed on 2019-05-1...
1168	1826	Facebook	Facebook ads	Deprecated	Other website conversions (deprecated)	offsite_conve...	Metrics	Please note that this field will be removed on 2019-05-1...
1169	1827	Facebook	Facebook ads	Deprecated	Cost per website add to cart (conversion tracking pix...	cost_per_offs...	Metrics	Please note that this field will be removed on 2019-05-1...
1170	1828	Facebook	Facebook ads	Deprecated	Store visits point estimate	store_visits_p...	Metrics	This field is still being developed by Facebook and as su...
1171	1829	Facebook	Facebook ads	Deprecated	Store visits high estimate	store_visits_h...	Metrics	Please note that this field will be removed on 2020-01-2...
1172	1830	Facebook	Facebook ads	Deprecated	Cost per lead (form)	cost_per_lea...	Metrics	Please note that this field will be removed on 2020-03-2...
1173	1831	Facebook	Facebook ads	Deprecated	Cost per store visit	cost_per_stor...	Metrics	This field is still being developed by Facebook and as su...
1174	1832	Facebook	Facebook ads	Deprecated	Unique leads (form)	unique_actio...	Metrics	Please note that this field will be removed on 2020-03-2...
1175	1833	Facebook	Facebook ads	Deprecated	Leads (form)	action_leadg...	Metrics	Please note that this field will be removed on 2020-03-2...
1176	1834	Facebook	Facebook ads	Deprecated	Messaging conversations started	messaging_c...	Metrics	Please note that this field will be removed on 19-08-0...

New

New Table

New Form

New Dashboard

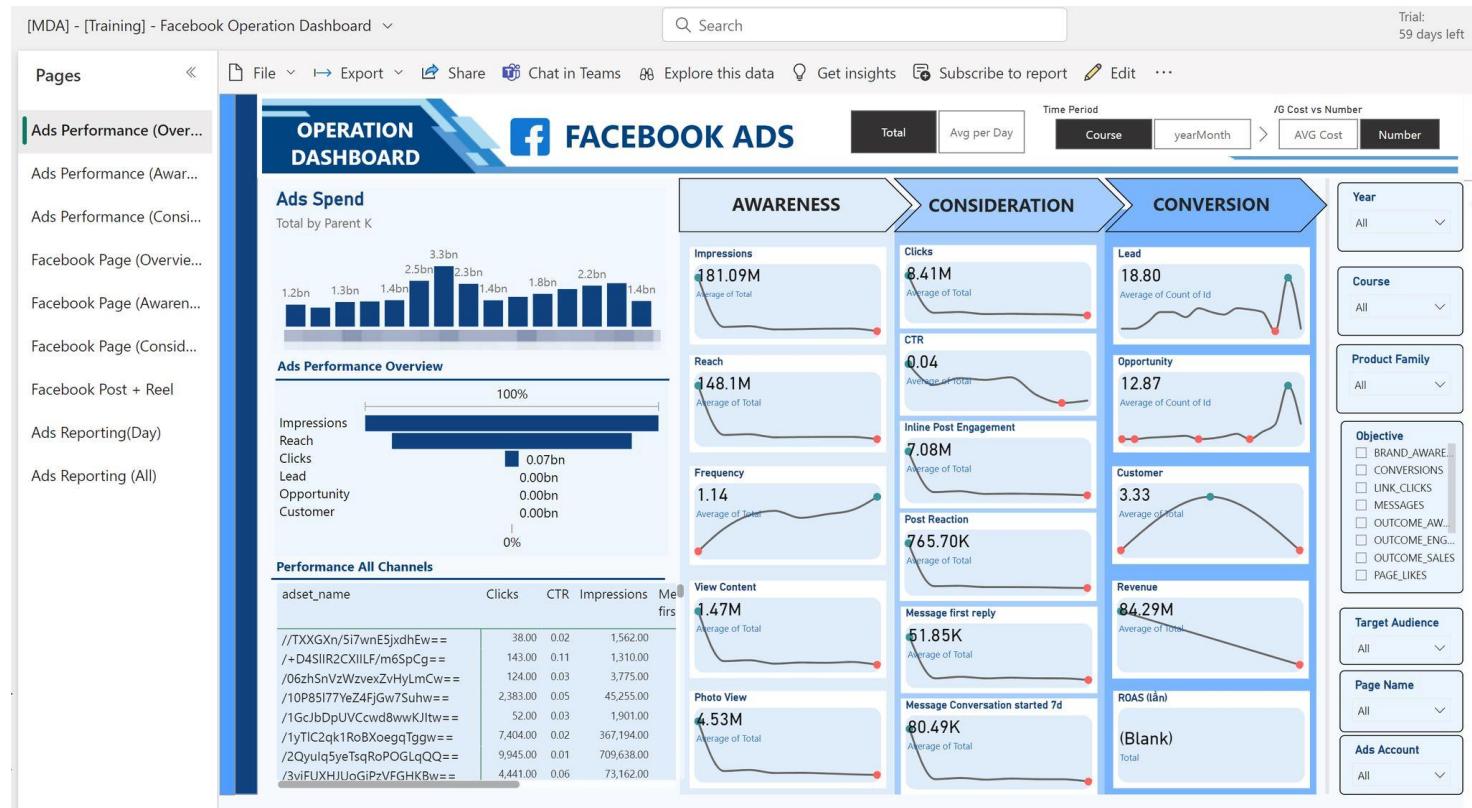
New Document

Sync Data From

2799 ...

OPERATION DASHBOARD

Tip 2: Understanding Business Domain

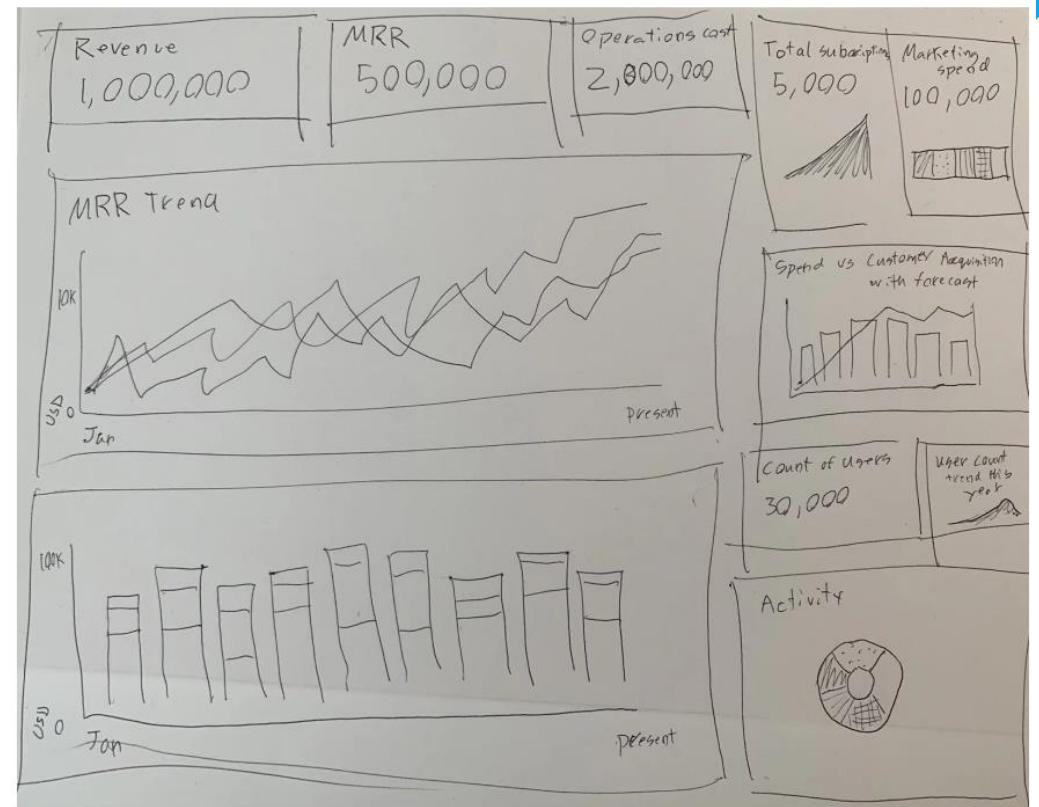


Pirate Metrics (ARRR) Framework



OPERATION DASHBOARD

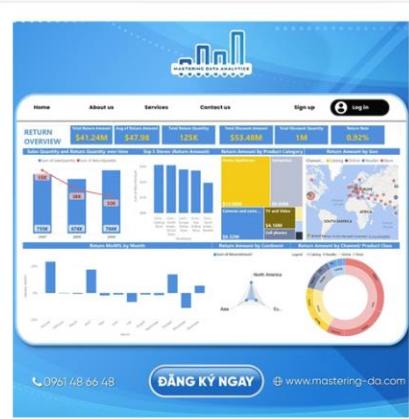
Tip 3: Interview User & Mockup



ANALYTICAL DASHBOARD



No code or code
ACTIONABLE INSIGHTS



ANALYTICAL DASHBOARD



AutoSave Off Search (Alt+Q) Thao Phuong Record

File Home Insert Draw Design Transitions Animations Slide Show Record Review View Add-ins Help

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Mastering Data Analytics

2 Case-Study

Audience: Sale Department
Type of Analysis: Sale Strategy (YoY)
Context: Which Product/ Market to focus on to Improve Revenue from Store Channel?
Focus: Focus on key products/ markets that could drive an incremental \$900 mil. contribute 30% Target Revenue 2010

3 Data Storytelling

Significant room for improvement Revenue at Store Channel

4 Key Channel dropped significantly YoY

Contribution of Share in Gross Sale 3 Years

Channel	Share in Gross Sale 3 Years
Store	11.8%
Online	10.8%
Retailer	10.8%
Catalog	10.8%

Gross Sale YoY%
2008: -17.4%
2009: -14.4%
2010: -14.3%

Store is still main Channel of Commerce, contributed ~30% total Gross Sale in last 3 years. Share dropped significantly.

5 Revenue Dropped because of ...

Sale @ Store by SaleKey & AVG Sale Amount
Sale @ Store by Sale Quantity & AVG Unit Price

Gross Sales Amount YoY at Store Channel decreased because SaleKey & SalesQuantity decreased YoY, however AVG Sale Amount by Transaction increased and AVG Unit Price increased YoY.

6 #1: Increase Transactions at Asia, Laptop (NA, Europe)

Sale contribution of Asia in 2009
Transactions YoY% at Asia

Asia Market: Asian market still keeps growing 10% in increasing Transaction in 2010 that will contribute an additional \$52 mil.
\$52 mil.

7 #1: Increase # Transactions at Asia, Laptop (NA, Europe)

Sale Contribution of Laptop in 2009 at NA & Europe
Transactions YoY% at Store by Product Sub (Exclude Asia)

Laptop Product: Laptop contributed ~10% of total Revenue in 2009. Laptop expected growth # Transactions around 2000 vs 2009 (NA & Europe) that will contribute an additional \$548 mil.

8 #2 : Increase Quantity Economy Product

Avg Sale Amount per Transaction
Sale Quantity for each Transaction
Unit Price

Economy Class Name with total Sale Quantity and Median Sale Quantity per Transaction Increasing. During an economic downturn, customers tend to buy large quantities of low-cost products (Economy). Unit Price per Product in Economy almost did not change.

9 #2 : Increase Quantity Economy Product

Sale Growth Model
Transaction
Total Sale Quantity
Total Sale Price
Total Sale Transaction
Sales Quantity
Unit Price

Economy Class Name: Total Sale Quantity in 2010 of Economy Product expected growth 100% compare to 2009 that will contribute \$200 mil.

10 Beside of Economy, Deluxe & Regular?

%Gross Sale Amount by Class Name
Economy 19.51%
Regular -12.39%
Deluxe -15.89%
-21.21% Regular

Beside Economy Class, Regular & Deluxe contributed 65% of total Sale Amount. Have any opportunities to Improve Revenue in these Class Name?

11 Beside of Economy, Deluxe & Regular?

Total Sale
Total Sale Transaction
Sales Quantity
Unit Price

Revenue in Deluxe dropped however customers tend to buy higher price for sub-products in Deluxe Class Name.

12 Beside of Economy, Deluxe & Regular?

Total Sale
Total Sale Transaction
Sales Quantity
Unit Price

Revenue in Deluxe dropped however customers tend to buy higher price for sub-products in Deluxe Class Name.

13 #3 : Focus on High-Price of Deluxe

Median of Unit Price
Deluxe Class Name during an Economic Recession, Unit Price is Fixed

+100 mil.

14 Aha moment

15 Solutions & Next Steps

16 ARC Framework

ANALYTICAL DASHBOARD



CONTOSO PRODUCT RETURN ANALYSIS .PPTX

File Edit View Insert Format Slide Arrange Tools Help Last edit was on January 12

Background Layout Theme Transition

PRODUCT RETURN ANALYSIS
Le Duc Nguyen - MDA K33

FOCUS ON?

#2: Product Returns increases in Deluxe & Regular class at Asia market

Return Amount by Product Class at Asia market over time

Year	Deluxe	Regular
2007	500K	500K
2008	600K	500K
2009	800K	600K

Return Amount distribution by Product Class at Asia market in 2009

In Asia market, **Deluxe & Regular** class product shows an increase over time. In 2009, it accounts for ~90% of total Return amount.

#3: Product Returns increases in Deluxe class at Asia market focus on ...

Return Amount by Product Category (Deluxe class, Asia market)

Return Amount distribution by Color (Deluxe class, Asia market)

Deluxe product class concentrates on electrical products in the Asian market, which include three categories: **Home appliances, Computers, and Cameras & camcorders**. The majority of the returned items are **Monochrome** in color (White, Silver, Silver Grey and Black).

#4: Increase trend in Computer category across all markets for Returns

Return Amount of Computer in all markets

From 2008 to 2009, the **Computer** sector increased returns across the board. In 2009, it accounted for **28.77%** of the overall Return amount. **Laptops & Projectors and Screens** contribute up to **73.48%** of total distribution.

Return Rate % by different Channels

Return Rate % = (Return quantity / Sales quantity) %

Return Rate % over time by different Channels

Return rate % decreased because of ...

Return Rate % = (Return quantity / Sales quantity) %

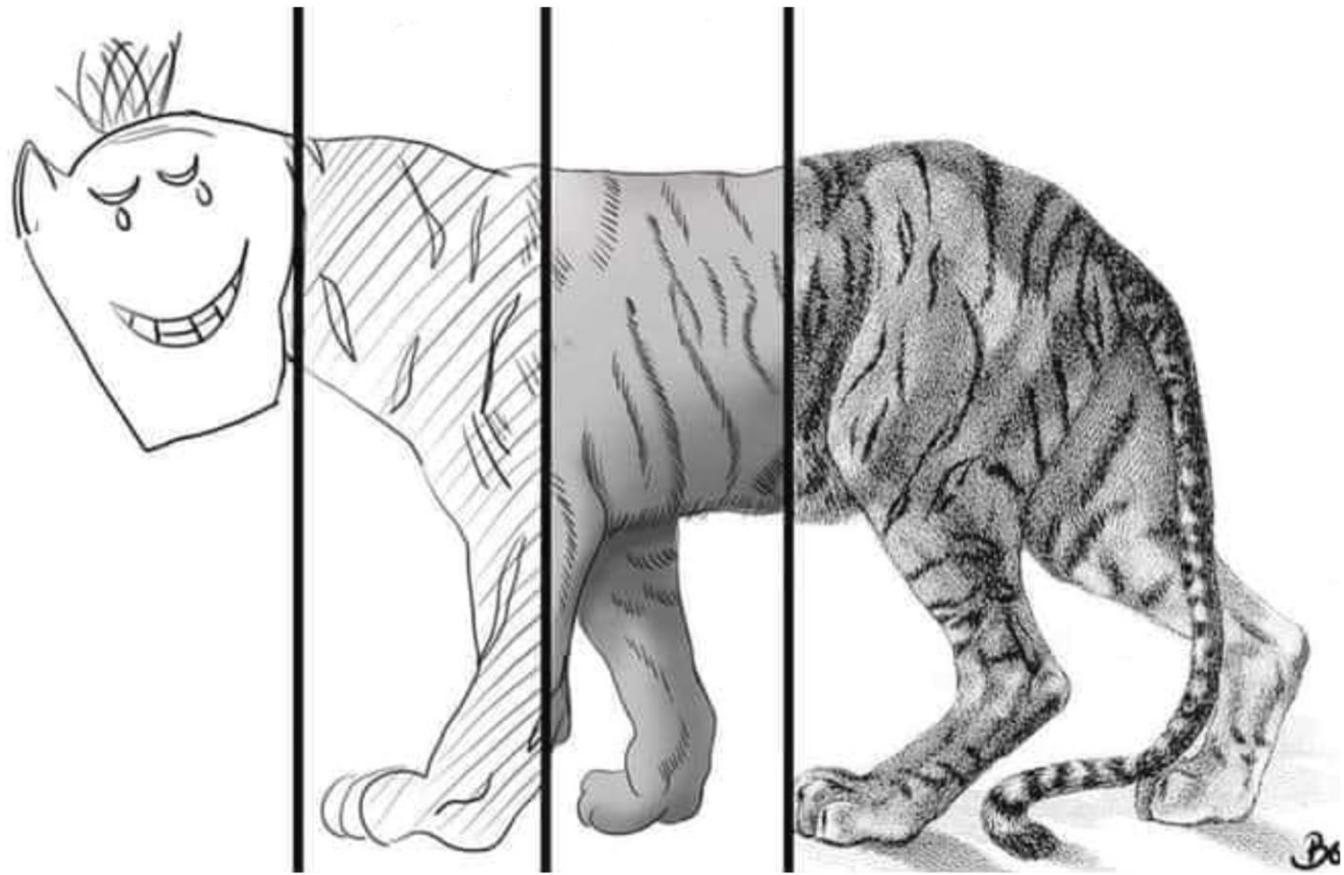
Total Sales quantity and Total Return quantity over time

#5: Returns Rate % VS Profit ...

Return Rate % = (Return quantity / Sales quantity) %

Northwind Traders

• **Northwind Traders** brand has a significant Return rate of **11.93%** in the **Home Appliances** sector. This results in about **\$1.1M** in **R&D**, and the brand generates very little profit from the items.



FRAMEWORK &
PRINCIPLES

REAL EXPERIENCES

TRAINING & BRANDING

25% DASHBOARD, INSIGHT, STORYTELLING

AUTOMATION DASHBOARD # ISOLATED DASHBOARD

(1) INTERACTIVITY

(2) Tất cả chart/table/ thông tin sẽ ngay lập tức chạy theo hạn mục bạn đã lọc (filter)

(3) Tất cả các sheet khác: như tình hình về customer/finance/product... của store này cũng sẽ chạy theo ngay lập tức

(1) Khi muốn xem performance Store Bangkok, chọn Slicer/Filter

StoreName is Contoso Bangkok N...

Filter type

Basic filtering

Contoso Bangkok N... 1

Contoso Bangor Store 1

Contoso Bar Harbor ... 1

Contoso Baumholde... 1

Contoso Bayonne St... 1

Contoso Baytown St... 1

Require single selection

Add data fields here

Visualizations

Fields

Filters

Search

File Home Insert Modeling View Help

Get data Refresh New visual Publish Sensitivity

Sale Overview

AVR Order Amount \$3,684 Sales Amount \$3.18M Sales Quantity 16.24K Sales Transaction 862 Sale Amount % 10.30% Sale Quantity % 7.22% Sale Transaction % 9.39%

Sale Amount & Quantity by Month/ Day Name/ Day

Top 5 Brand (Sale Amount)

Sale Transaction by Product

Sale Transaction by Geography

Sale %MoM by Month

Sale Amount by Channel/ Geography

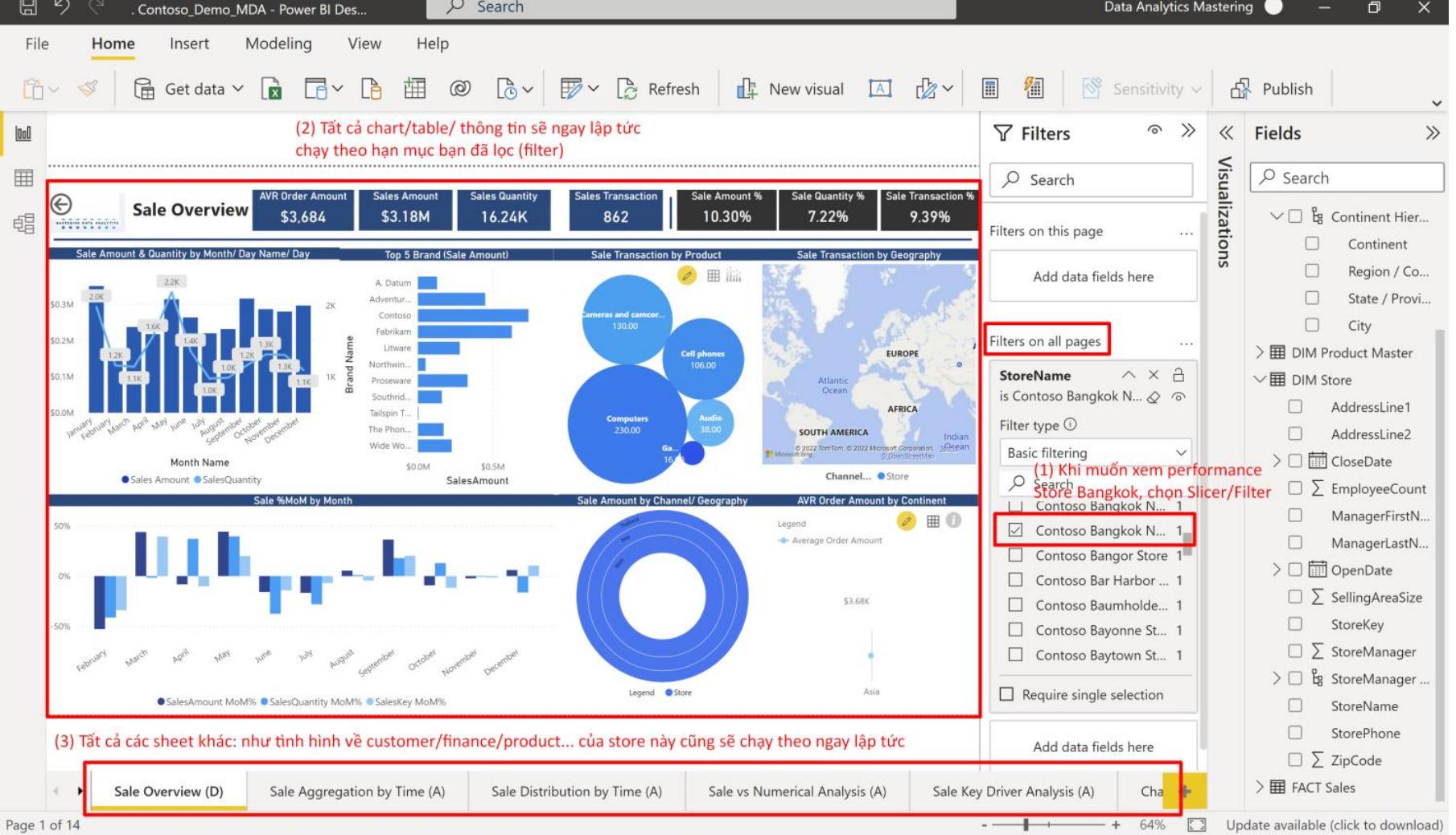
AVR Order Amount by Continent

Sale Overview (D) Sale Aggregation by Time (A) Sale Distribution by Time (A) Sale vs Numerical Analysis (A) Sale Key Driver Analysis (A) Change

Page 1 of 14

64%

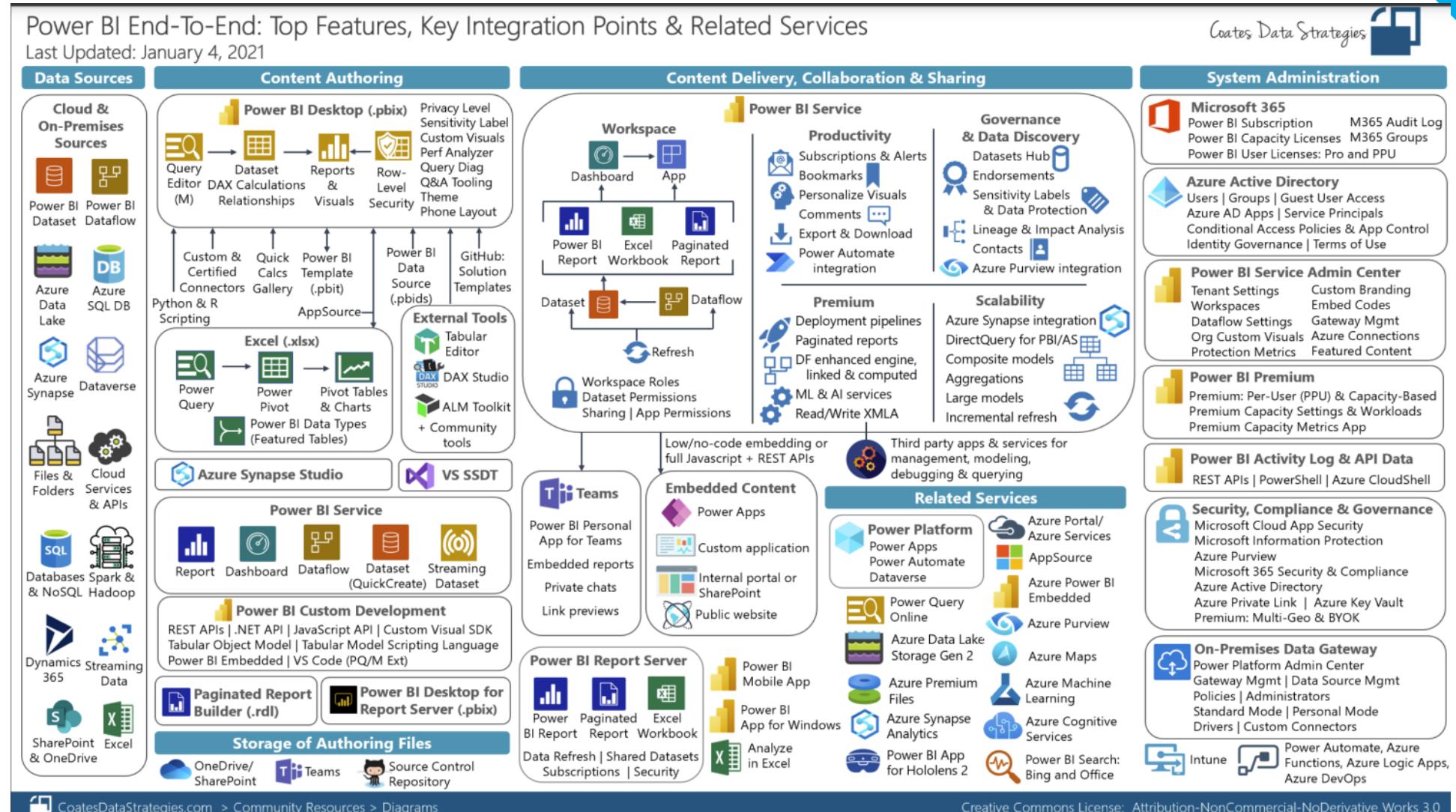
Update available (click to download)



25% DASHBOARD, INSIGHT, STORYTELLING

AUTOMATION DASHBOARD # ISOLATED DASHBOARD

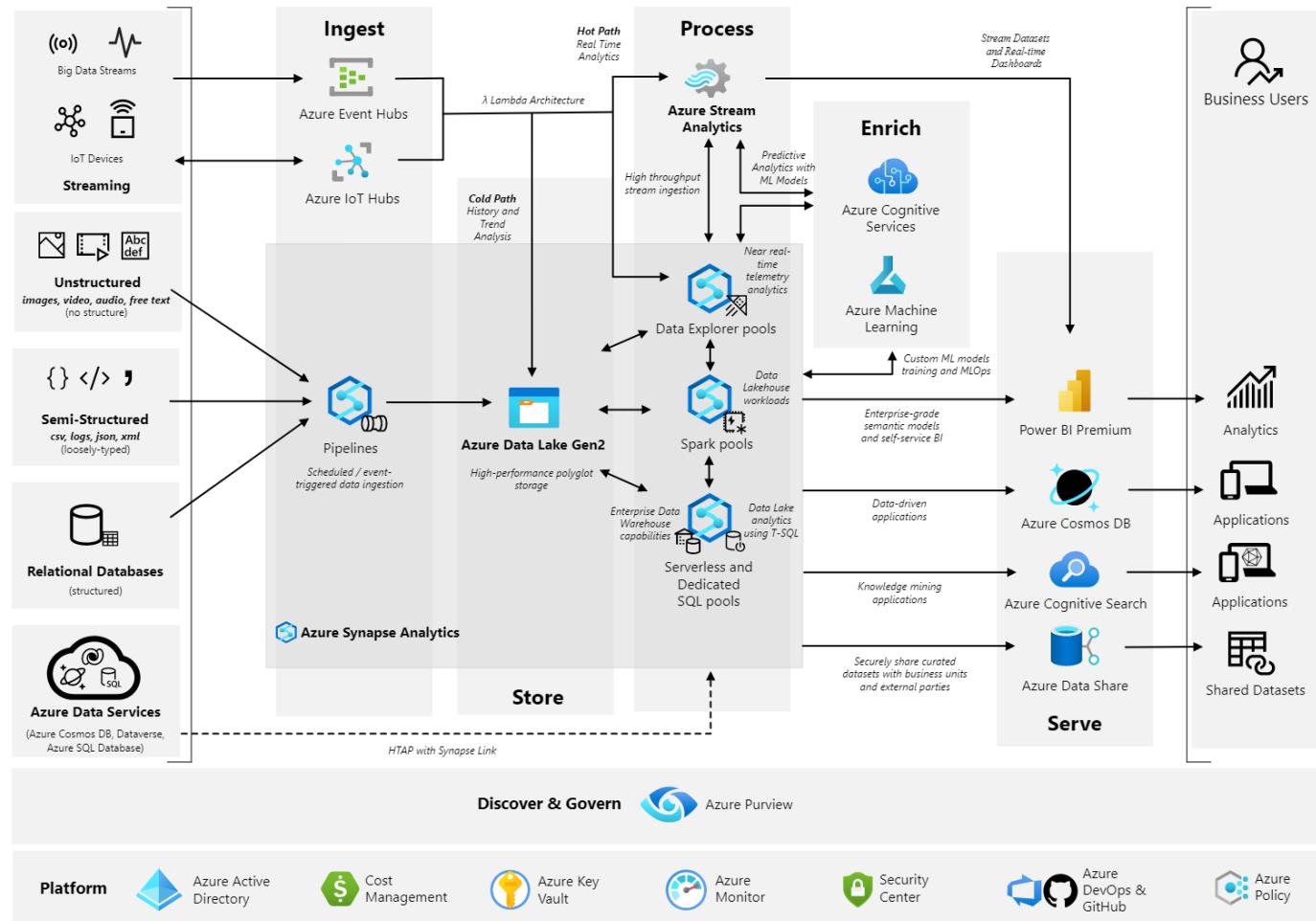
(2) END-TO-END



25% DASHBOARD, INSIGHT, STORYTELLING

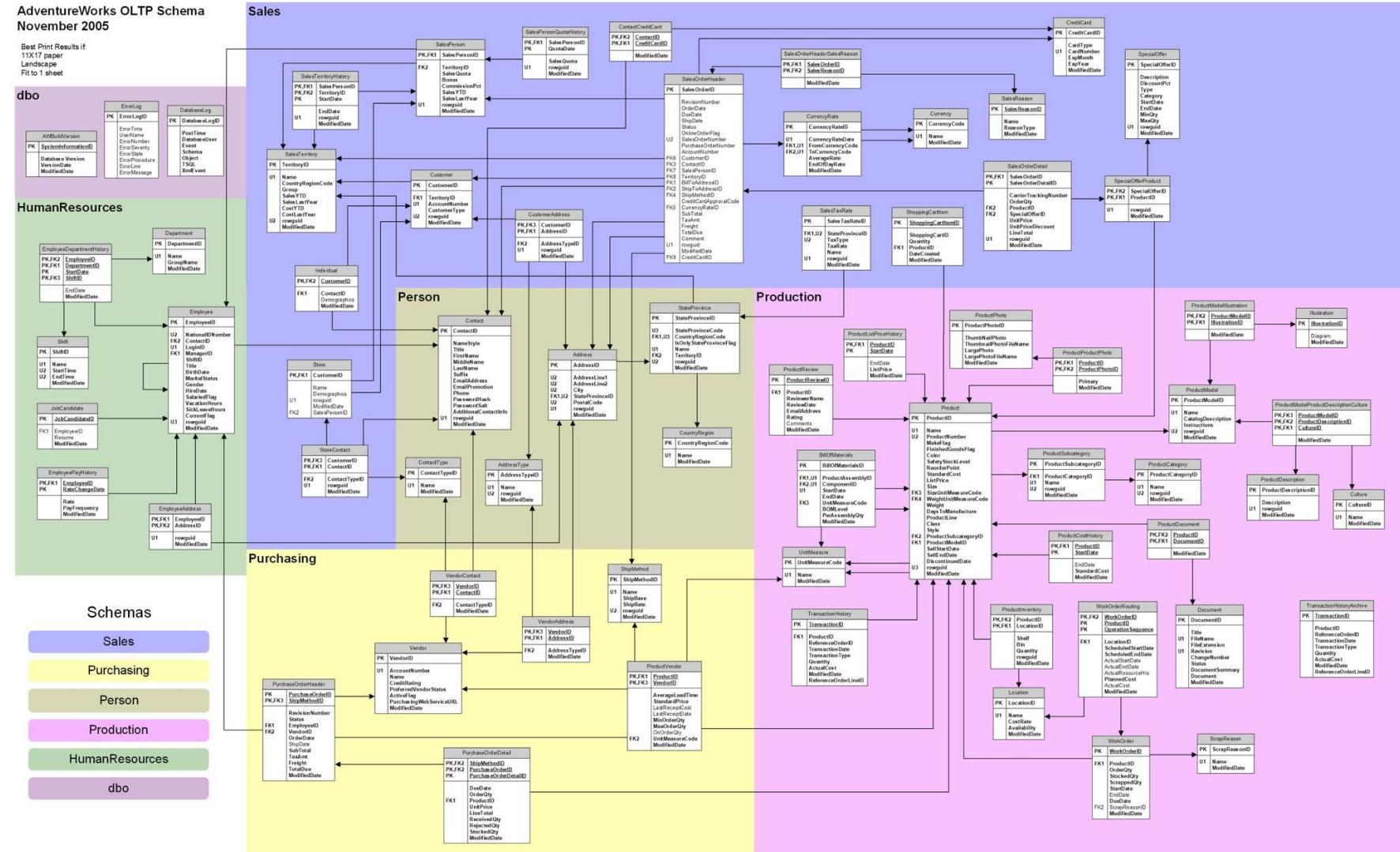
AUTOMATION DASHBOARD # ISOLATED DASHBOARD

(2) END-TO-END



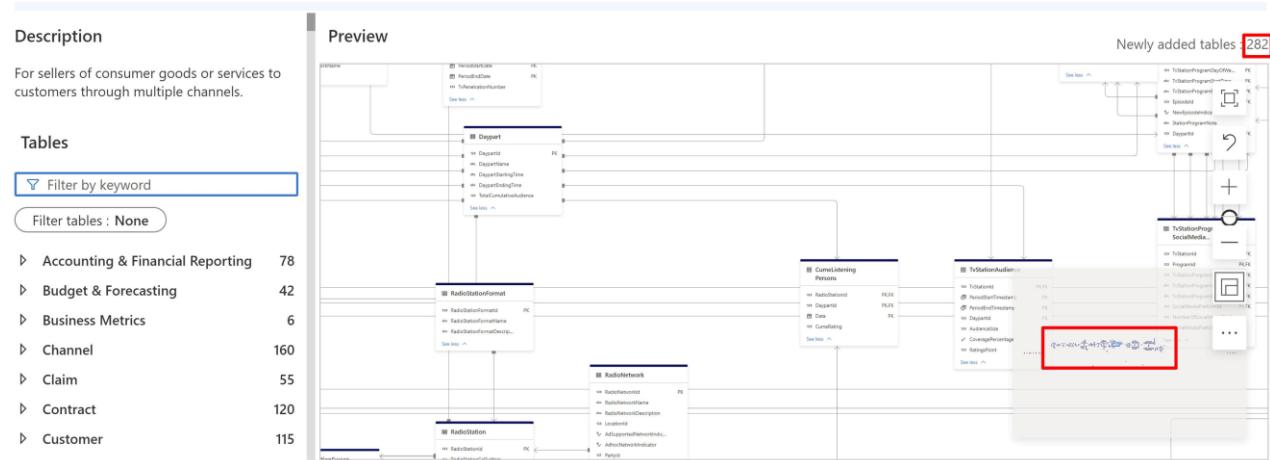
25% DASHBOARD, INSIGHT, STORYTELLING

PRACTICE DASHBOARD: SAMPLE DW



25% DASHBOARD, INSIGHT, STORYTELLING

PRACTICE DASHBOARD: SAMPLE DW



Retail

Version 1.3.0

Design your model by adding or removing

Filter by keyword

Accounting & Financial Reporting	78
Budget & Forecasting	42
Business Metrics	6
Channel	160
Claim	55
Contract	120
Customer	115
Customer Account	97
Customer Credit & Collections	374
Customer Service & Contact Man...	159
Document Management	63
Emissions	145
Encounter	133
Financial Product	181

Retail

Version 1.3.0

Design your model by adding or removing

Filter by keyword

Geography	246
Human Resources & Payroll	292
Inventory	206
Legal Entity	11
Loyalty	54
Maintenance & Repair	6
Manufacturing	157
Marketing & Advertising	270
Member	9
Network	22
Order	33
Party	221
Patient	11
Policy	21
Product	540
Project Management	4
Property & Equipment	234
Purchasing	48
Service Provider	...
Shipping	245
Syndicated Data	29
Training & Education	68
Transaction	142
Vendor	78
Work Order Management	6

Retail

Version 1.3.0

Design your model by adding or removing

Filter by keyword

Party	221
Patient	11
Policy	21
Product	540
Project Management	4
Property & Equipment	234
Purchasing	48
Service Provider	...
Shipping	245
Syndicated Data	29
Training & Education	68
Transaction	142
Vendor	78
Work Order Management	6

25% DASHBOARD, INSIGHT, STORYTELLING

PRACTICE DASHBOARD: SAMPLE DW



25% DASHBOARD, INSIGHT, STORYTELLING



FACT, HYPOTHESIS



OBSERVATION

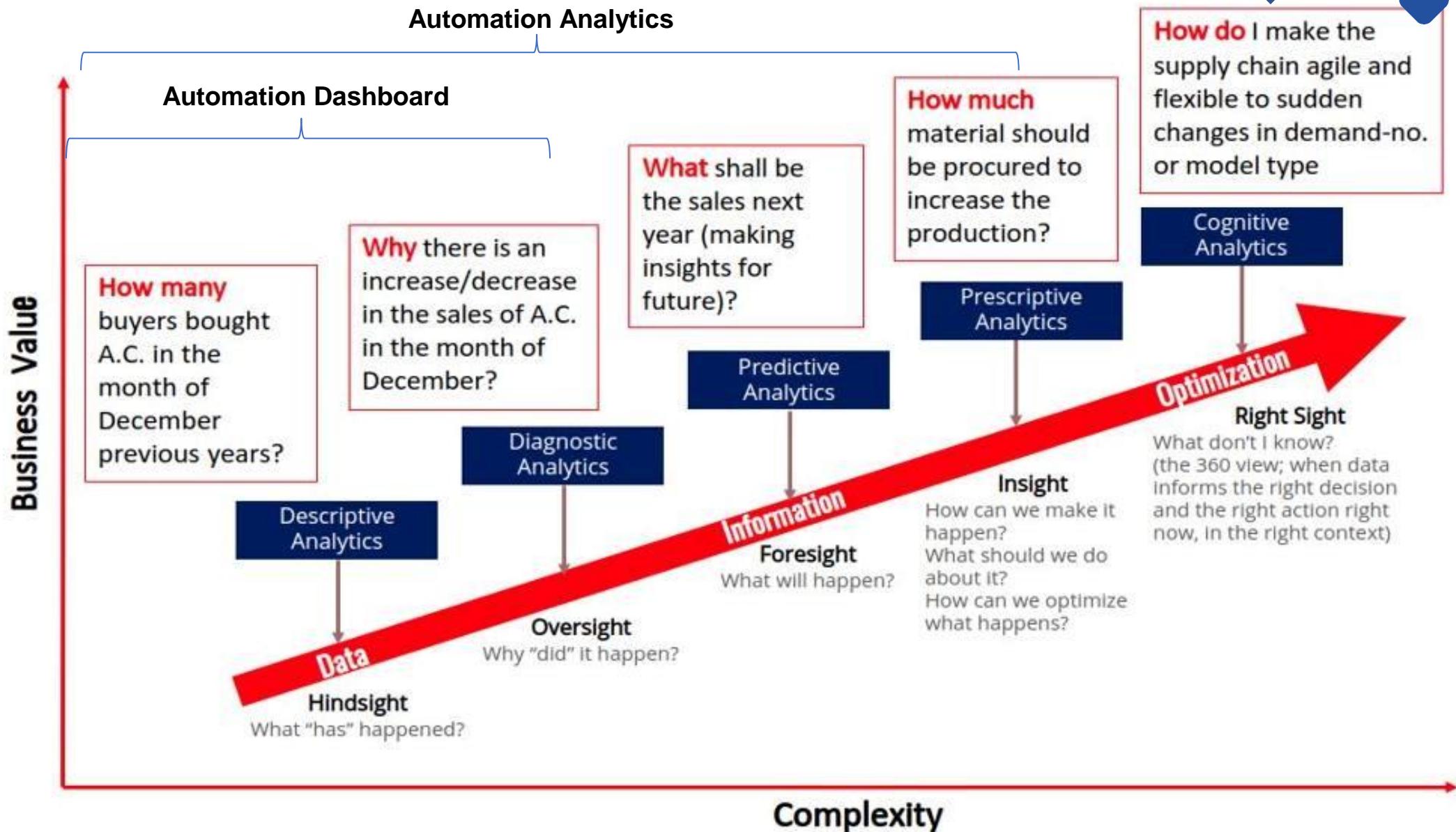


INSIGHT

(exactly: hindsight & oversight)

What is? Not Insights? Requirements of Insights? Bias? How to find?

DATA ANALYTICS Maturity



25% DASHBOARD, INSIGHT, STORYTELLING

STORYTELLING

Review tasks and tools for data analysts

✓ 100 XP

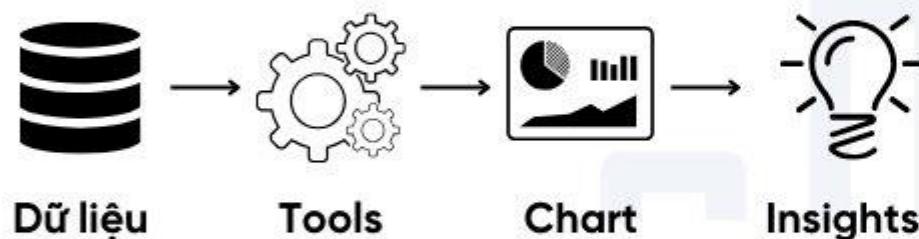
6 minutes

Data analysts discover and present **insights in data**. In an enterprise, analysts work with data that has been prepared and stored by the data engineer. A data team working together can surface insights from large volumes of data and enable the business to regularly make data-informed decisions.

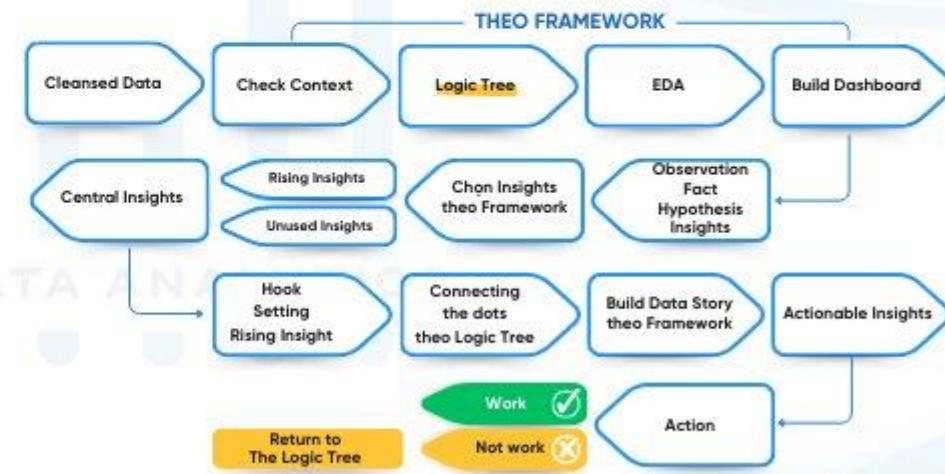
Source: Microsoft

CÁCH TÌM RA ACTIONABLE INSIGHTS

CÁCH MỌI NGƯỜI NGHĨ

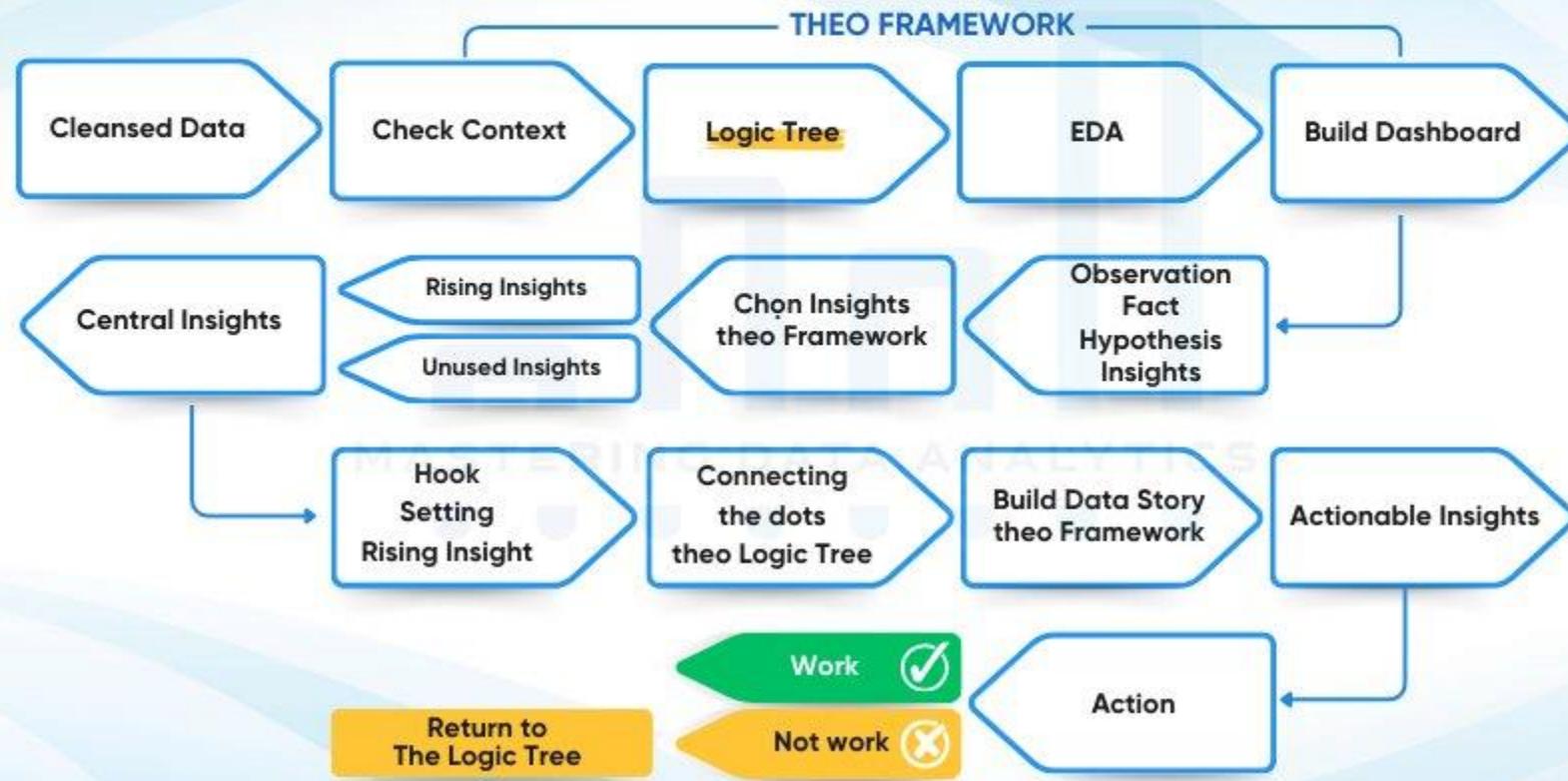


CÁCH MDA ĐÀO TẠO HỌC VIÊN



Quy trình chuyên nghiệp khai thác

"ACTIONABLE INSIGHTS" TRONG KHÓA HỌC TẠI MDA



25% DASHBOARD, INSIGHT, STORYTELLING

STORYTELLING

Dashboards can help you **find potential data stories**, but they **don't help you tell them**



Dashboard: Logo of company

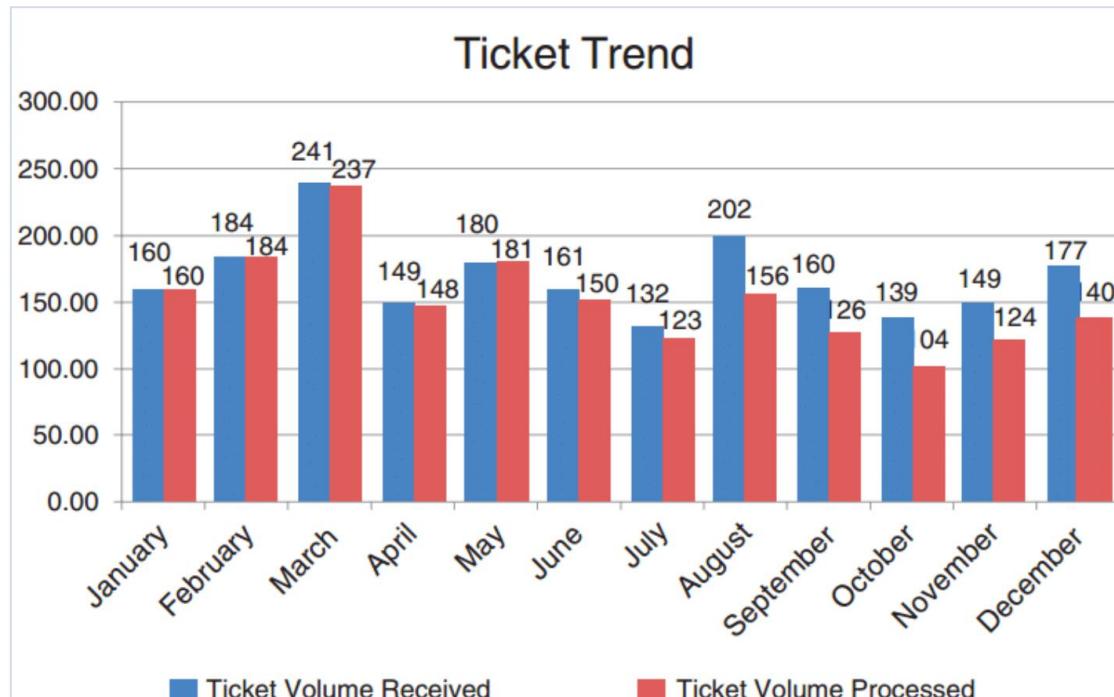
Story: Data Visualization Principles

Source: Brent Dykes

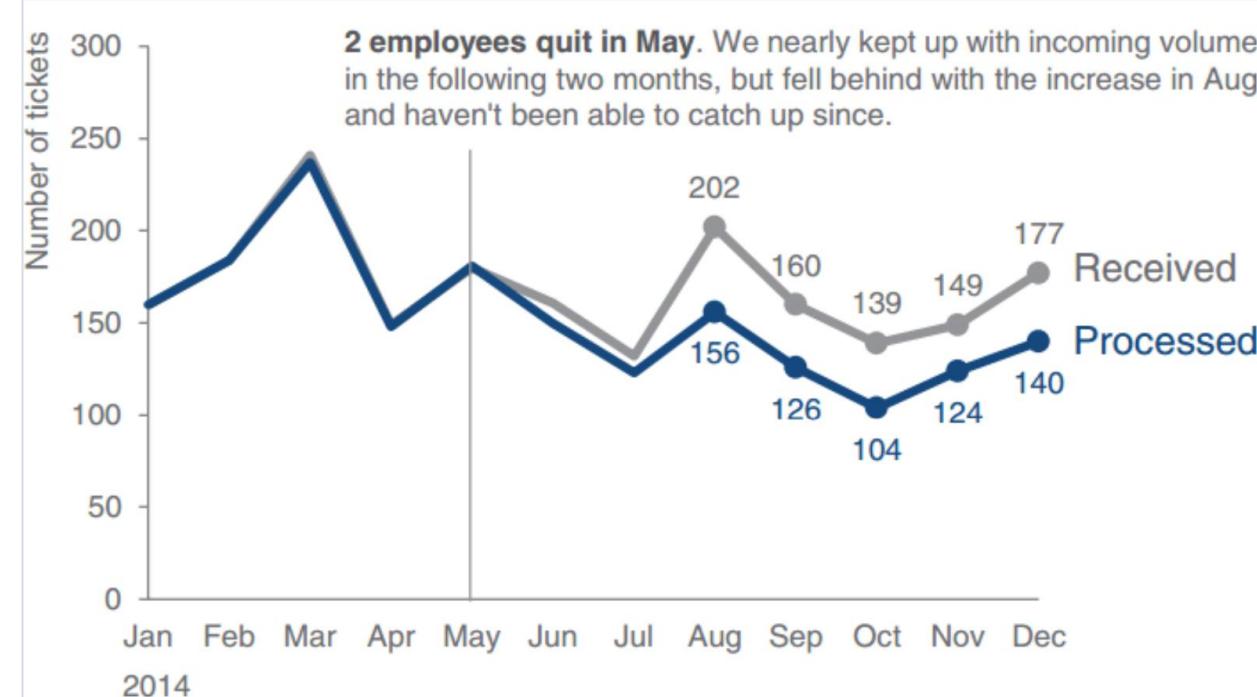
25% DASHBOARD, INSIGHT, STORYTELLING

STORYTELLING

BEFORE



AFTER



Source: *Storytelling with Data*

25% DASHBOARD, INSIGHT, STORYTELLING

STORYTELLING

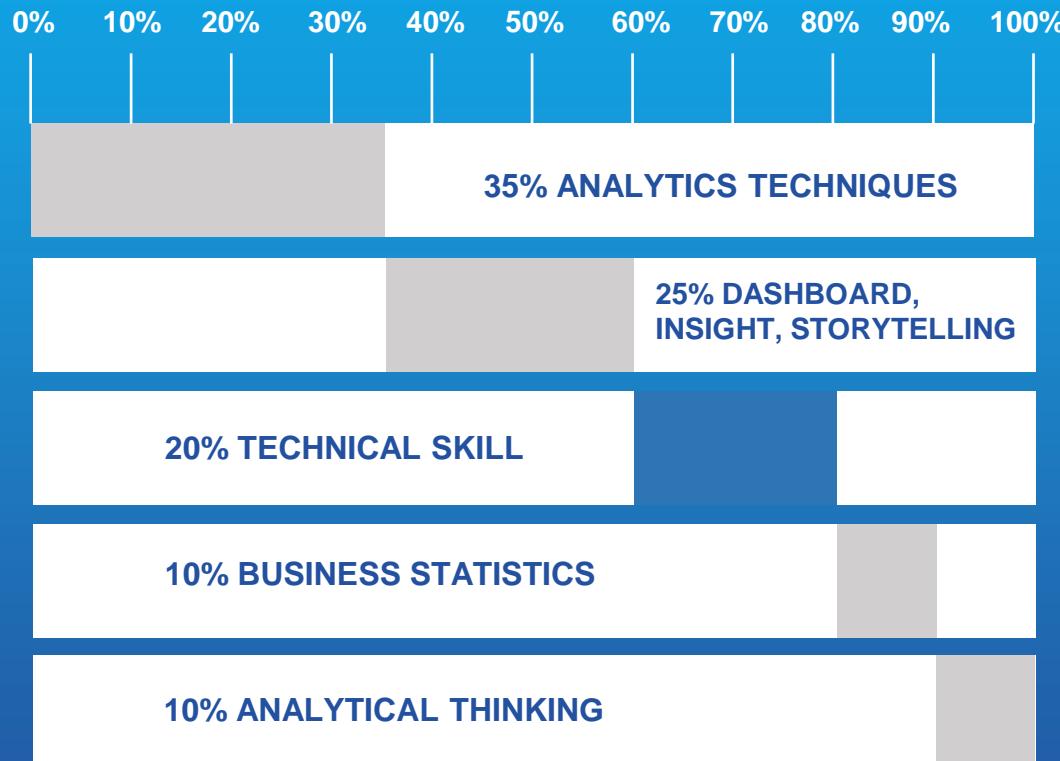
Goal of a Data Story Architect

Reduce Time to get to a Data Story

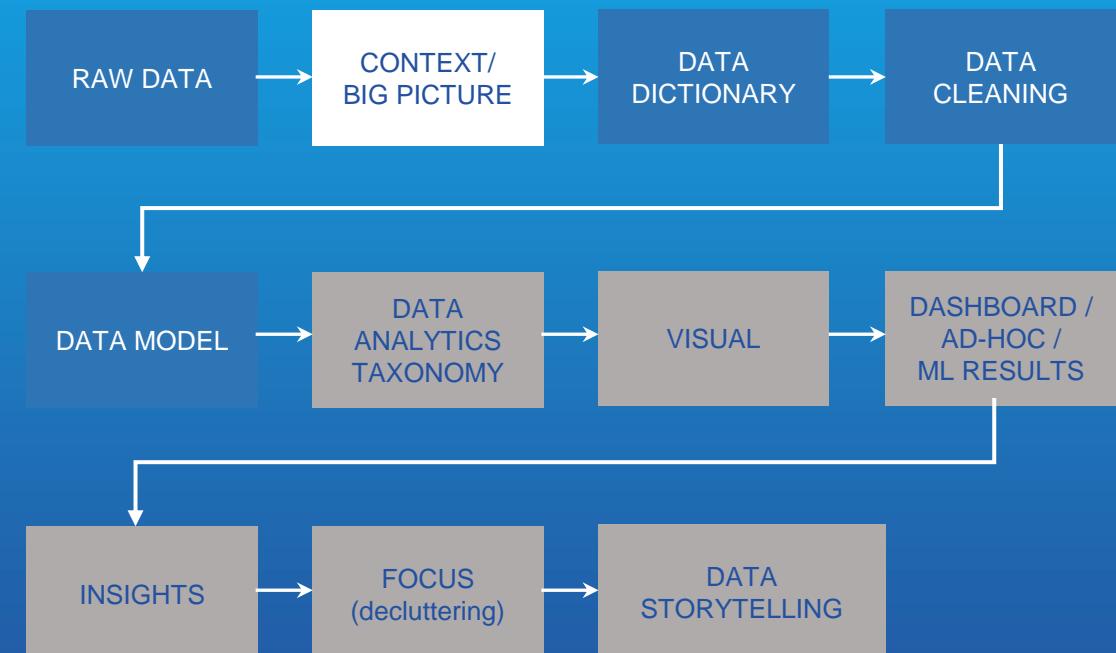


Source: Analytics Summit 2021

OUR UNIQUE SELLING POINTS (USP)



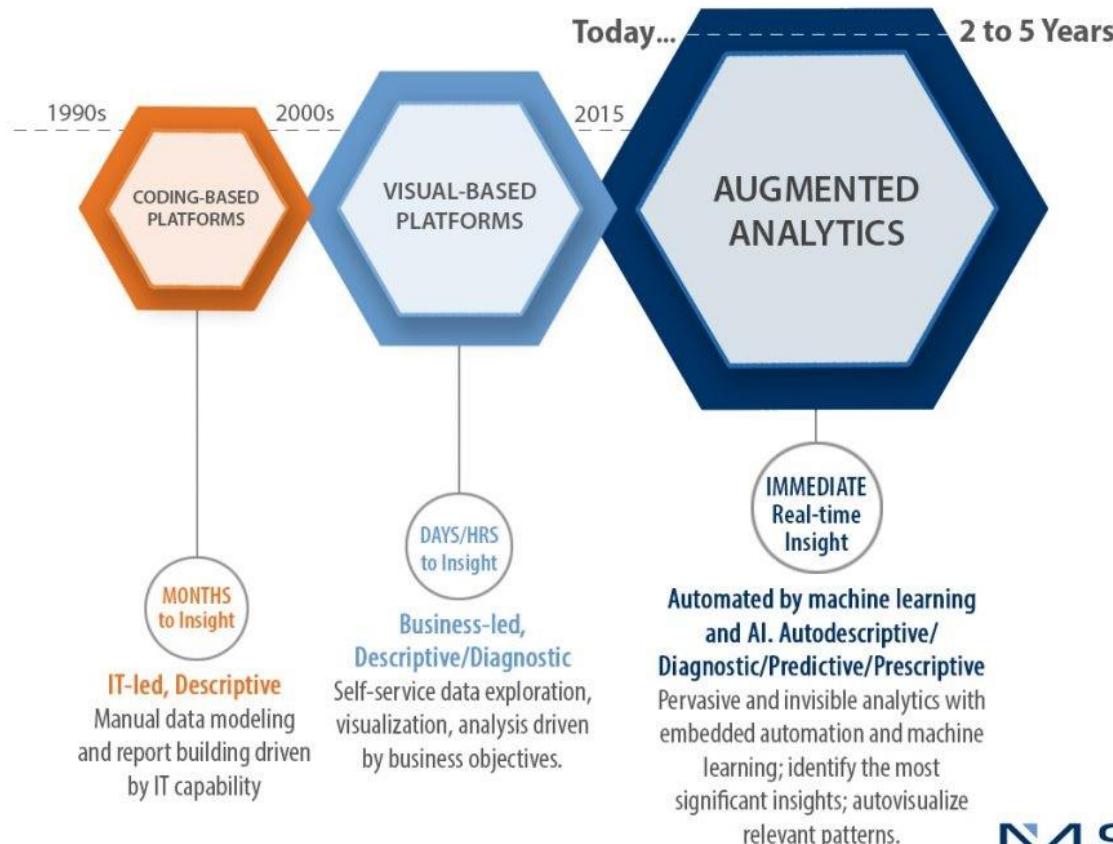
BUSINESS INTELLIGENCE PROGRAM



20% TECHNICAL SKILLS



The Future Belongs to Augmented Analytics



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Deepen your data insights with AI-driven augmented analytics

Explore your data, automatically find patterns, understand what your data means, and predict future outcomes to drive business results. The new AI capabilities—pioneered in Azure and now available in Power BI—require no code, enabling all of your Power BI users to discover hidden, actionable insights and drive more strategic business outcomes.

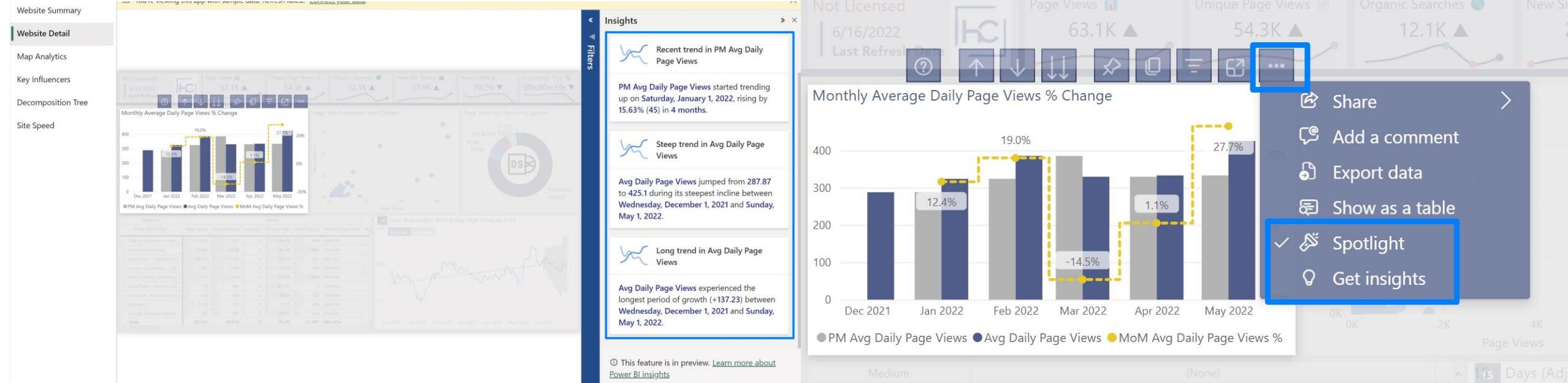
Number of games by publisher

Publisher	Count	Percentage
EA	619	18.21%
Sony	609	21.79%
Ubisoft	627	18.44%
育碧	641	18.97%
任天堂	700	20.59%

Sentiment by platform

Platform	Sentiment
PCG	0.63
PS4	0.63
Xbox	0.61
WiiU	0.53
3DS	0.58

AI IN DATA ANALYTICS



AI IN DATA ANALYTICS



HR

Write code DAX to calculate Month over month change of Sale Amount



Here is some sample code in DAX that you can use to calculate the month over month change in Sale Amount:

Copy code

```
MOM Change =  
VAR CurrentMonthSaleAmount = SUM(Sales[Sale Amount])  
VAR PreviousMonthSaleAmount =  
    CALCULATE(  
        SUM(Sales[Sale Amount]),  
        PREVIOUSMONTH(Calendar[Date])  
    )  
RETURN (CurrentMonthSaleAmount - PreviousMonthSaleAmount) /  
PreviousMonthSaleAmount
```

This code assumes that you have a table called "Sales" that contains a column called "Sale Amount" and a calendar table called "Calendar" with a column called "Date". The code first calculates the total sale amount for the current month and the total sale amount for the previous month, and then calculates the month over month change as the difference between the two divided by the previous month's sale amount.

Note that this code will return a percentage change, so if the Sale Amount for the current month is greater than the Sale Amount for the previous month, the result will be positive. If the Sale Amount for the current month is less than the Sale Amount for the previous month, the result will be negative.

Regenerate response

HR

Write SQL code to Inner Join Customer Call Dataset and Customer Join dataset to find who is customer that Sale department call and they actually come



To inner join the `Customer Call` and `Customer Join` datasets to find customers that the Sale department called and actually came, you can use the following SQL statement:

Copy code

```
SELECT cj.*  
FROM CustomerJoin cj  
INNER JOIN CustomerCall cc ON cj.customer_id = cc.customer_id  
WHERE cc.department = 'Sale'
```

This statement will return all rows from the `CustomerJoin` table that have a matching customer_id in the `CustomerCall` table, where the department is 'Sale'.

Here's a breakdown of the statement:

- * `SELECT cj.*`: This selects all columns from the `CustomerJoin` table, represented by the alias `cj`.
- * `FROM CustomerJoin cj`: This specifies the `CustomerJoin` table and assigns it the alias `cj`.
- * `INNER JOIN CustomerCall cc ON cj.customer_id = cc.customer_id`: This performs an inner join between the `CustomerJoin` and `CustomerCall` tables on the customer_id column. The `CustomerCall` table is assigned the alias `cc`.
- * `WHERE cc.department = 'Sale'`: This filters the result set to include only rows where the department in the `CustomerCall` table is 'Sale'.

I hope this helps! Let me know if you have any questions.

AI IN POWER BI



The screenshot shows a Power BI report titled "Copilot-Internet-Sales-AW". It displays a dashboard with multiple visualizations including a bar chart for product categories, a map of the world, and a donut chart for product types. The interface includes a sidebar for "Copilot" suggestions and a navigation bar at the top.

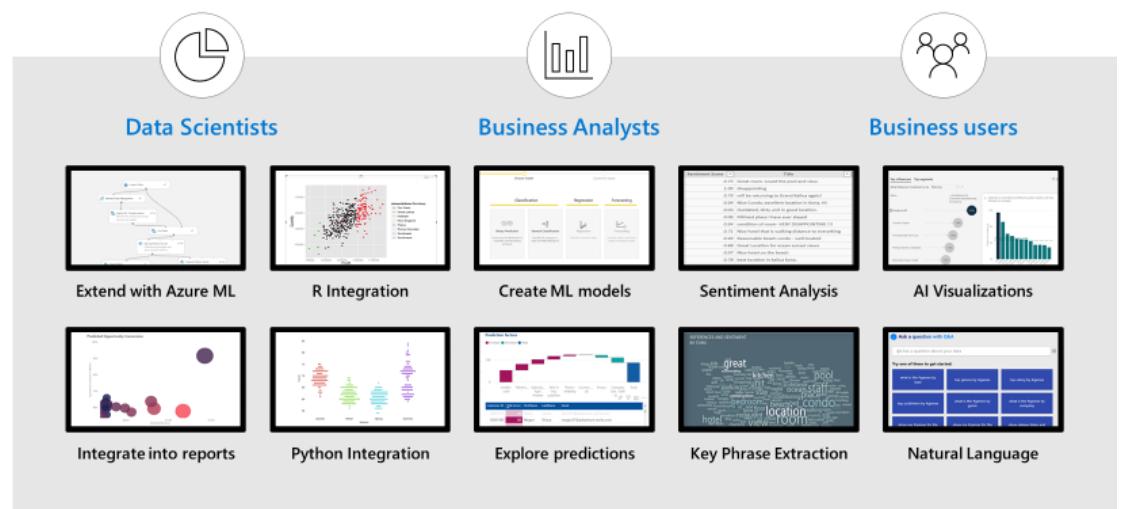
The screenshot shows a Power BI report titled "Demo for Hotel Visits - Cde...". It features a summary card for "Money Spent YTD" (\$61.59M) and a chart for "Return Rate" (11.7%). The interface includes a sidebar for "Copilot" suggestions and a navigation bar at the top.

```

1 // DAX query generated by Fabric Copilot with "list the products and show the last 3 months profit compared to the 3 months before"
2
3 DEFINE
4     // Define the last 3 months period
5     VAR Last3Months =
6         CALCULATETABLE (
7             VALUES ('Date'[Date]),
8             'Date'[Date] > EOMONTH ( MAX ( 'Date'[Date] ), -4 ),
9             'Date'[Date] <= EOMONTH ( MAX ( 'Date'[Date] ), -1 )
10 )
11 // Define the 3 months before the last 3 months period
12 VAR Previous3Months =
13     CALCULATETABLE (
14         VALUES ('Date'[Date]),
15         'Date'[Date] > EOMONTH ( MAX ( 'Date'[Date] ), -7 ),
16         'Date'[Date] <= EOMONTH ( MAX ( 'Date'[Date] ), -4 )
17 )
18 EVALUATE
19 // Calculate the profit for each product in the last 3 months and the 3 months before
20 SUMMARIZECOLUMNS (
21     'Fact'[Product],
22     "Last 3 Months Profit", CALCULATE ( [Profit], Last3Months ),
23     "Previous 3 Months Profit", CALCULATE ( [Profit], Previous3Months )
24 )
25 ORDER BY
26     'Fact'[Product]
    
```

The screenshot shows the Power BI Data Editor with DAX code for calculating profit comparison between the last 3 months and the 3 months before. The code uses variables for the last 3 months and previous 3 months, and then evaluates the profit for each product.

AI Powered Analytics in Power BI



AI IN POWER BI



MASTERING DATA ANALYTICS

Analytics for everyone
Reinventing your business with data analytics

#1 Cách dùng tính năng Suggestions trong Power BI

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Monica Summarize Video

11. Tính năng hay trong Power BI

Mastering Data Analytics - 1 / 4

↔ ↔ ⋮

#1 Cách dùng tính năng Suggestions trong Power BI

5:08 Mastering Data Analytics

#2 Cách dùng tính năng Q&A trong Power BI

4:24 Mastering Data Analytics

#3 Cách dùng tính năng What-if parameter

5:33 Mastering Data Analytics

#4 Cách sử dụng Dynamic Filter trong Power BI

3:45 Mastering Data Analytics

All From Mastering Data Analytics Microsoft >

20% TECHNICAL SKILLS

Languages of Power BI



Get the data from the data source



Ex. custom connections like zipped files



Ex. Import connection for Analysis Services



Ex. Import connection for Analysis Services



Transform it directly in Power Query



Build the data model



Visualize the data

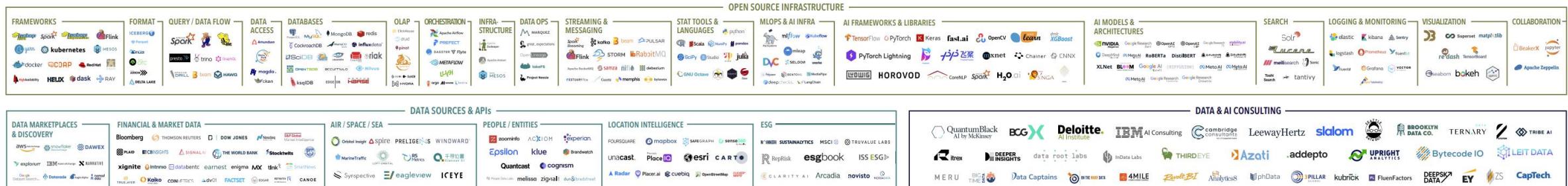
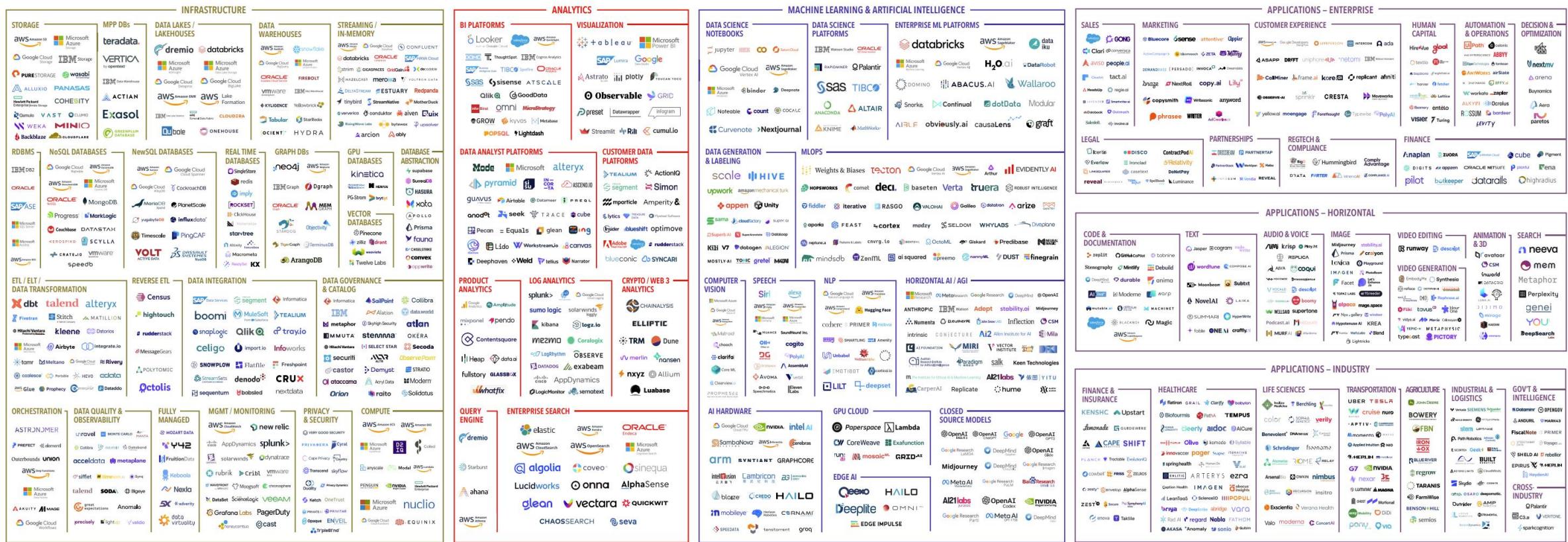


As the saying goes, the only constant is change, flexibility is key consider.

20% TECHNICAL SKILLS



THE 2023 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE



20% TECHNICAL SKILLS





FREE

EASY TO USE

POPULAR

Both Excel and Power BI can be used for free

Low-code technology (self-service)
suitable and effective for beginners to learn and apply quickly in practice

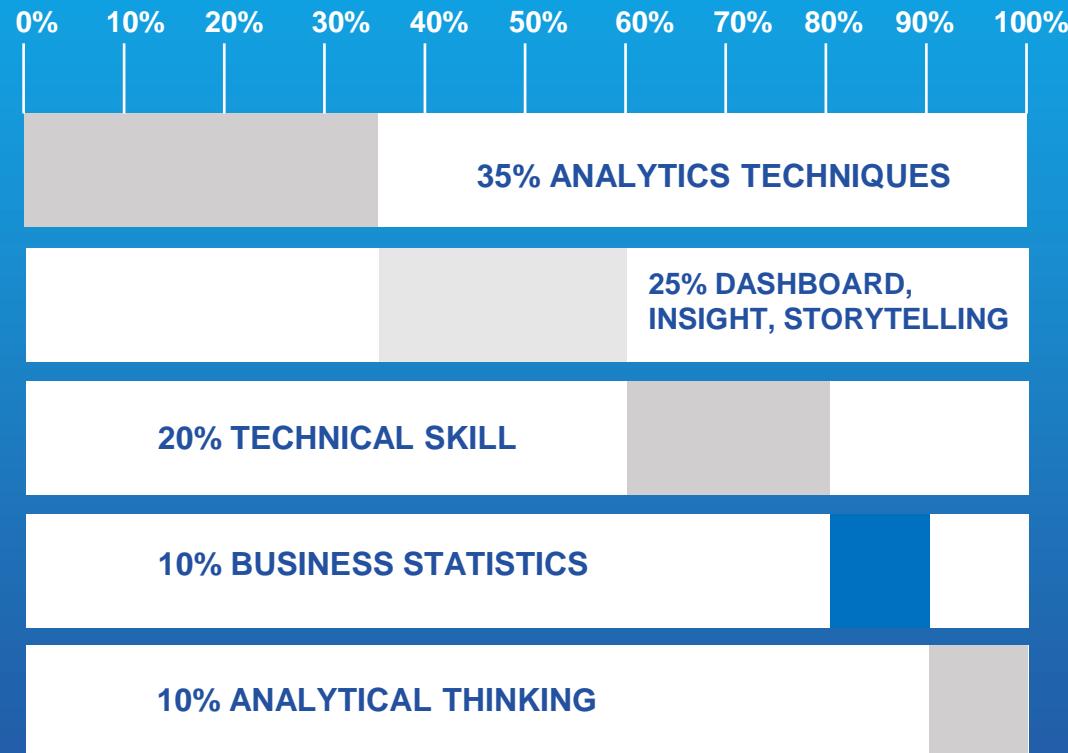
Largest community
Widely used by actual corporates

Every year, there will be a **Data Landscape ranking**, listing popular data analysis technologies used in the industry. Since there are so many data analysis technologies used in practice in enterprises, Mastering Data Analytics will select the Leading Technology according to the latest Gartner Business Intelligence Platform rankings for core teaching.

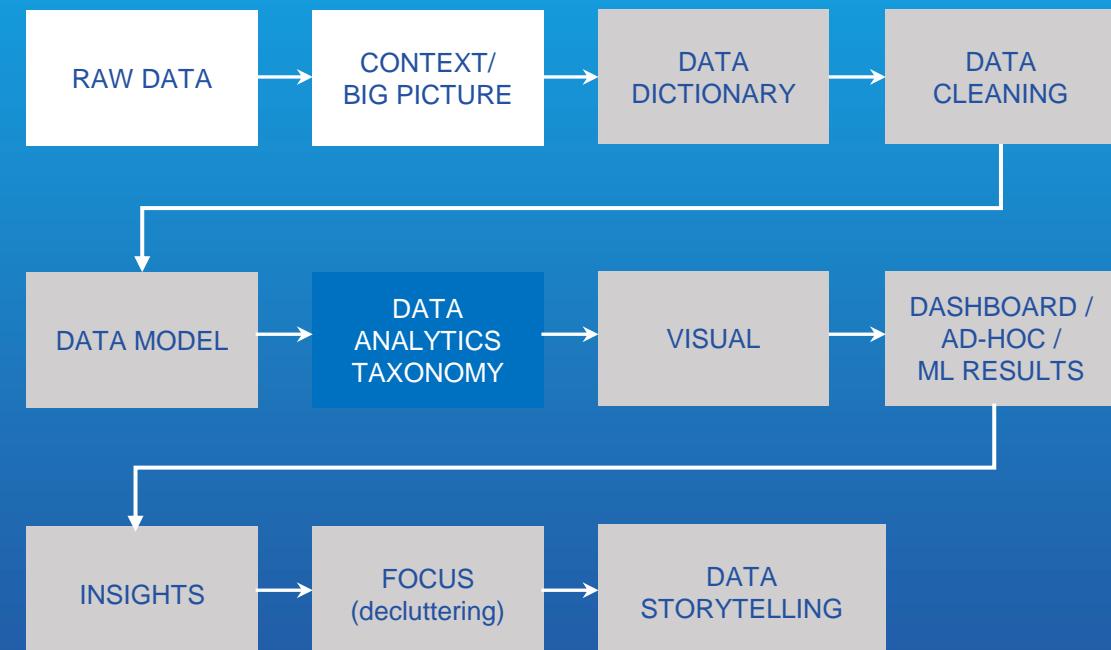
According to Gartner rankings published in March 2022, Microsoft is leading globally in Business Intelligence. Therefore, MDA will choose Microsoft technology to teach. After the MDA course, free Coding SQL and DAX courses will also be shared for students to learn more about how to process complex big data. Please see Gartner ratings [here](#).

3 KEY REASONS TO USE MICROSOFT'S TECHNOLOGY SUCH AS EXCEL & POWER BI

OUR UNIQUE SELLING POINTS (USP)



BUSINESS INTELLIGENCE PROGRAM



10% BUSINESS STATISTICS



STATISTICS



VISUAL



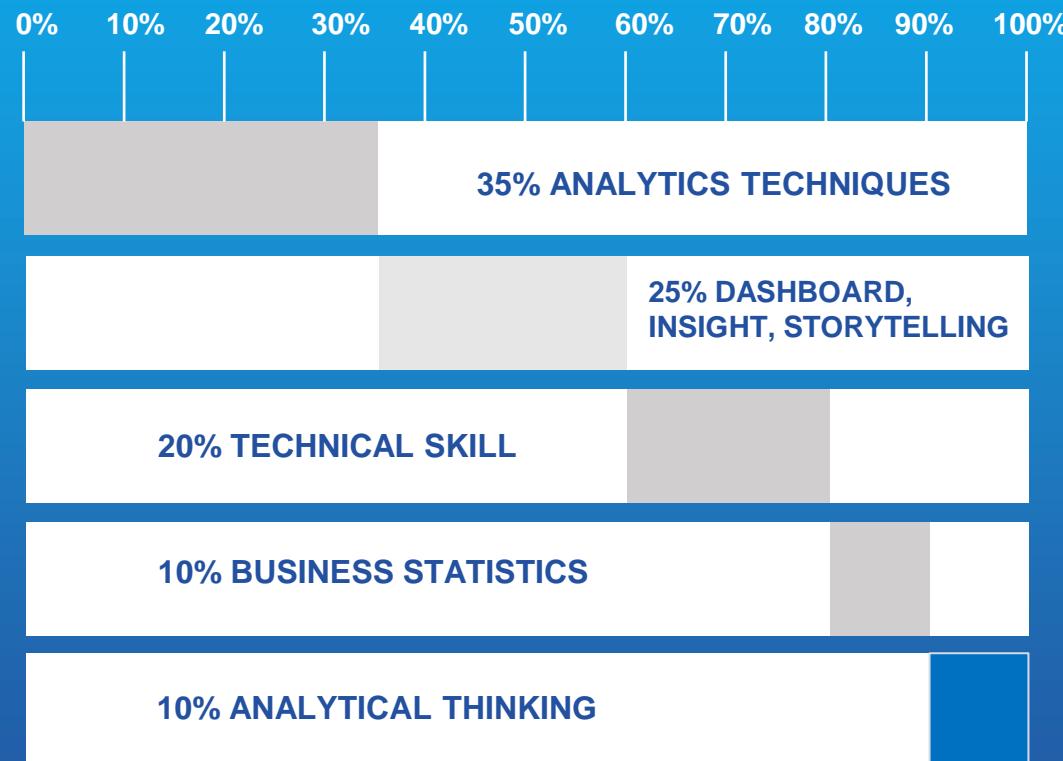
STORY



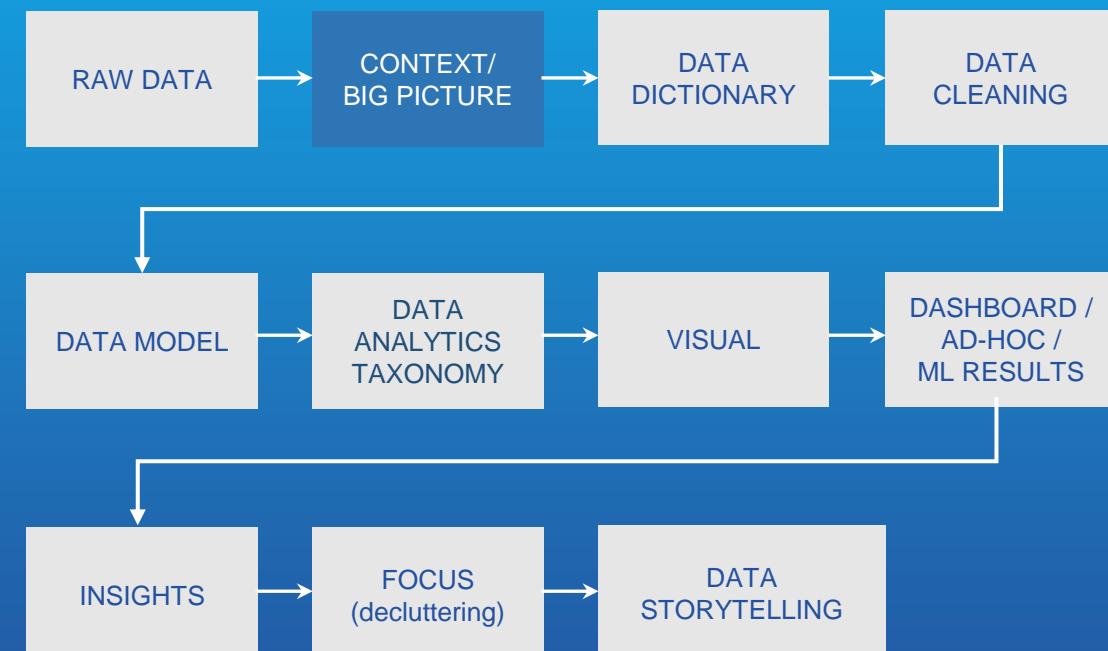
FAKE ANALYTICS



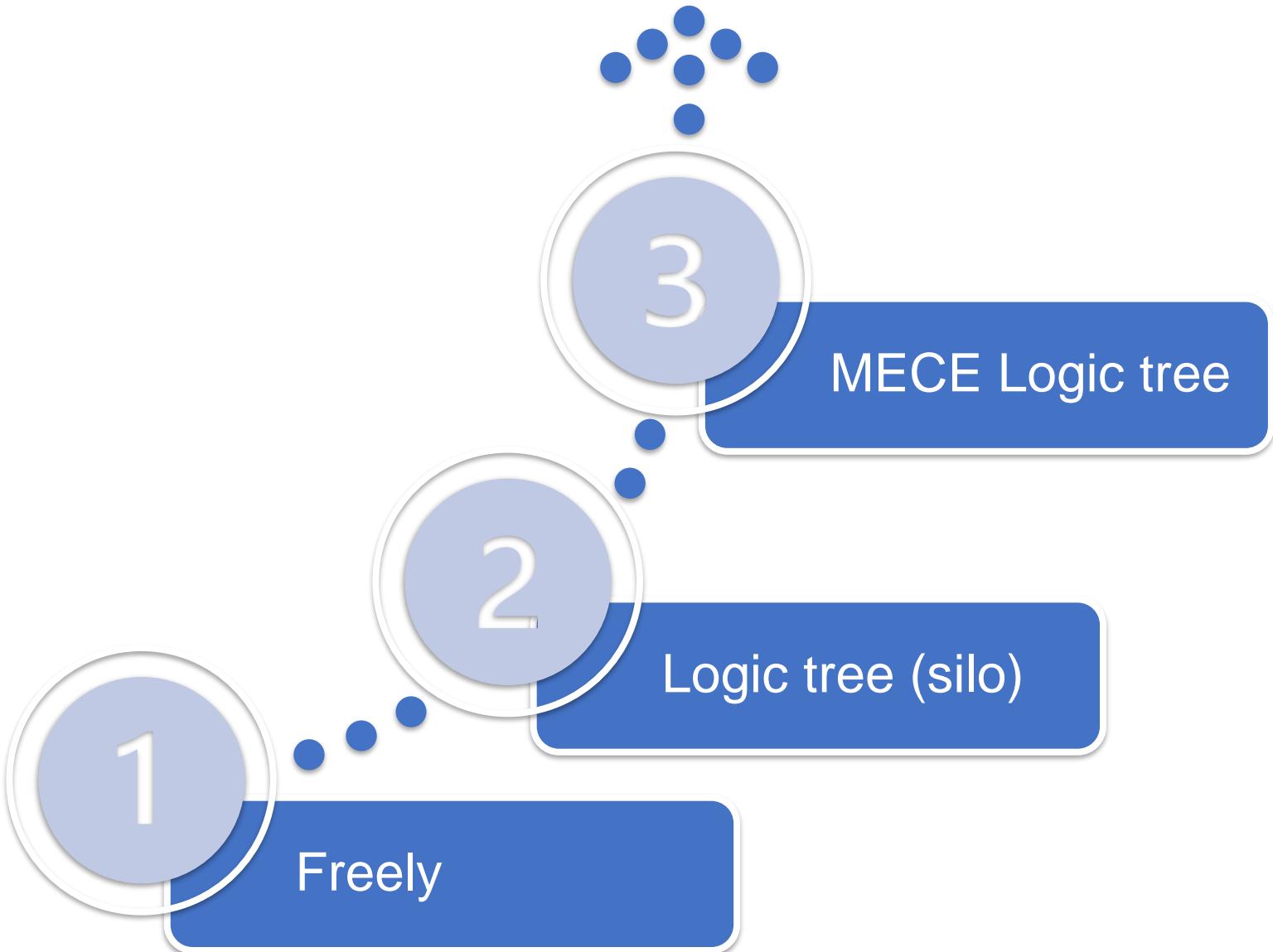
OUR UNIQUE SELLING POINTS (USP)



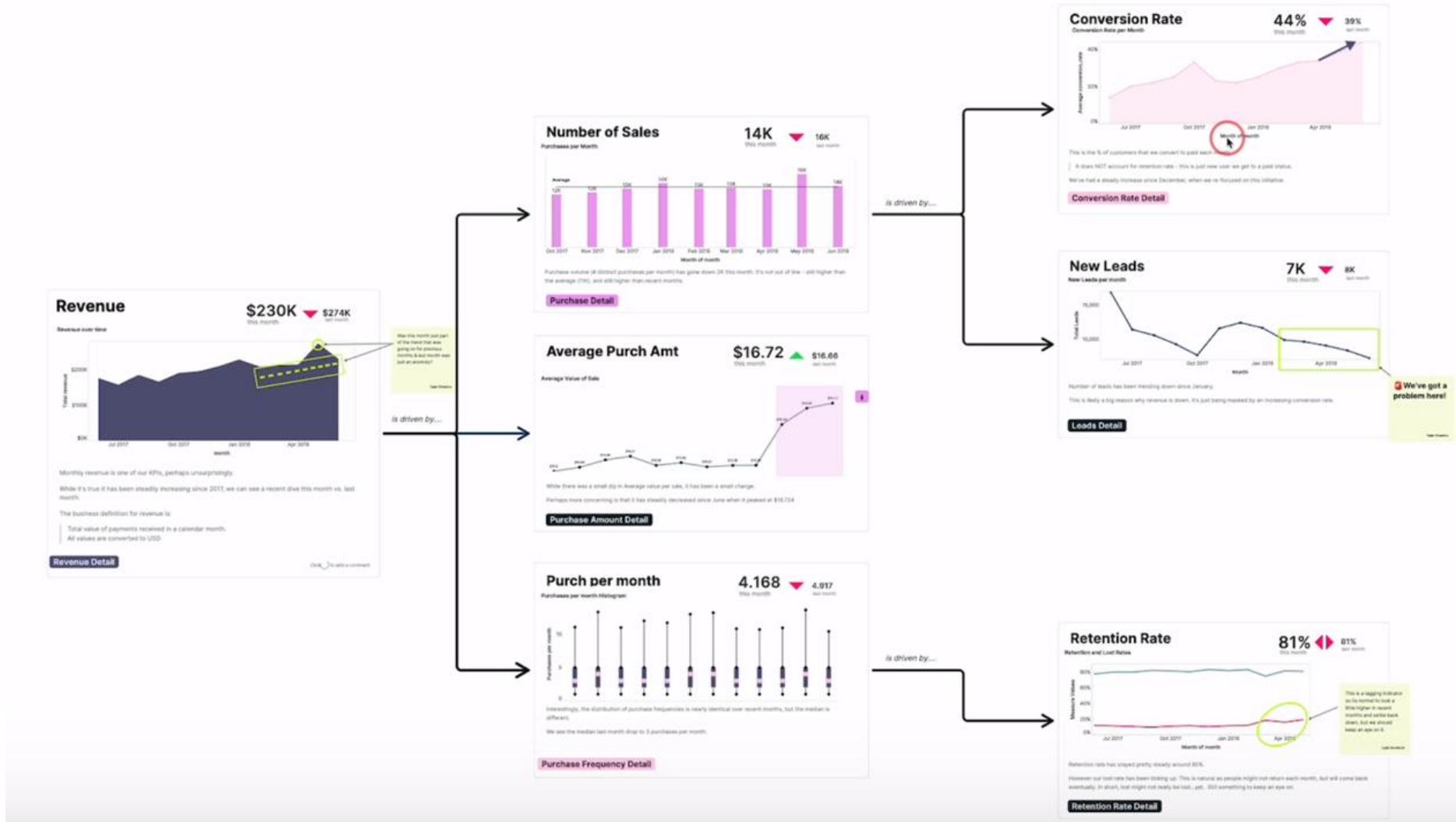
BUSINESS INTELLIGENCE PROGRAM



10% ANALYTICAL THINKING

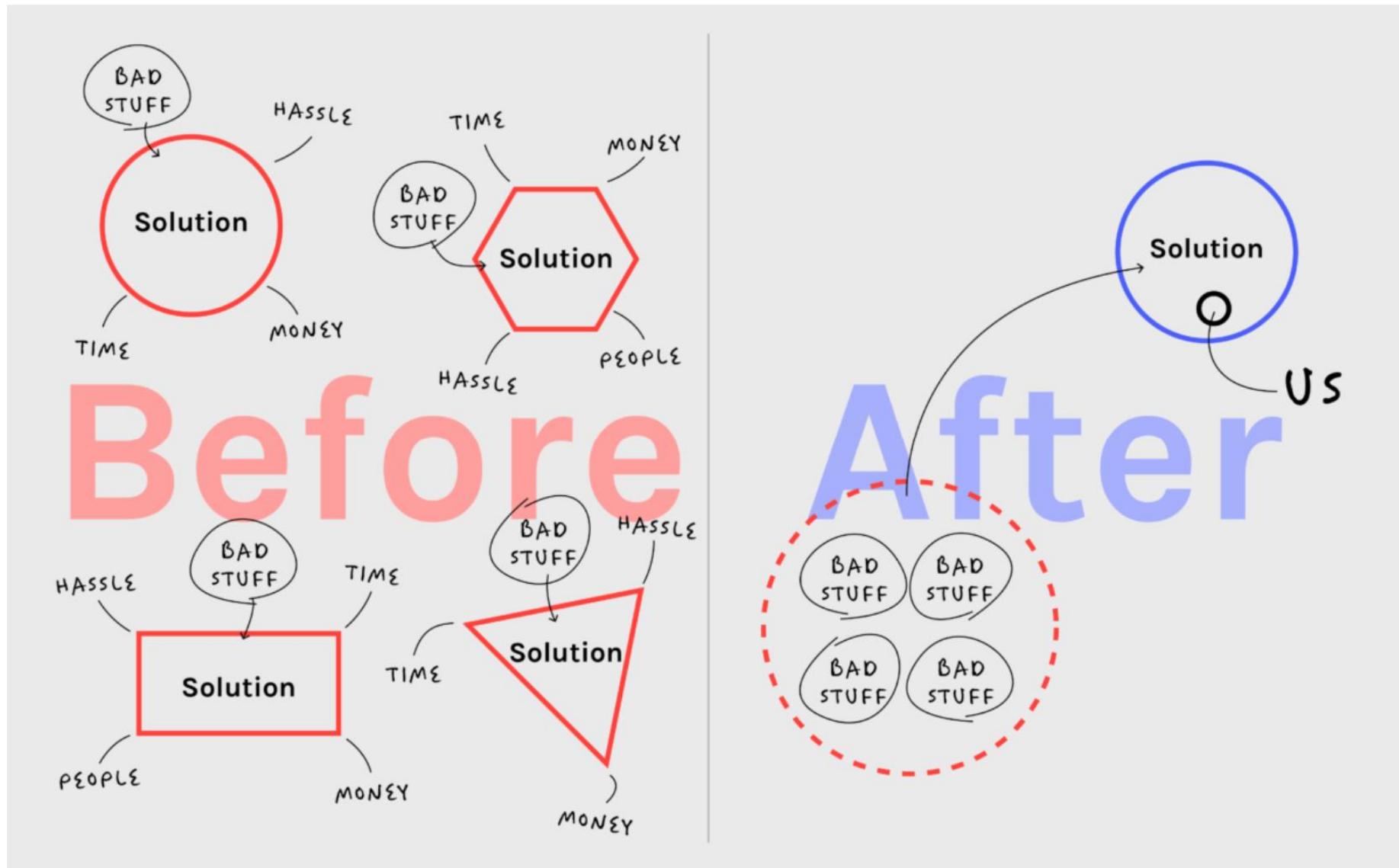


10% ANALYTICAL THINKING



Source: Count.co

10% ANALYTICAL THINKING



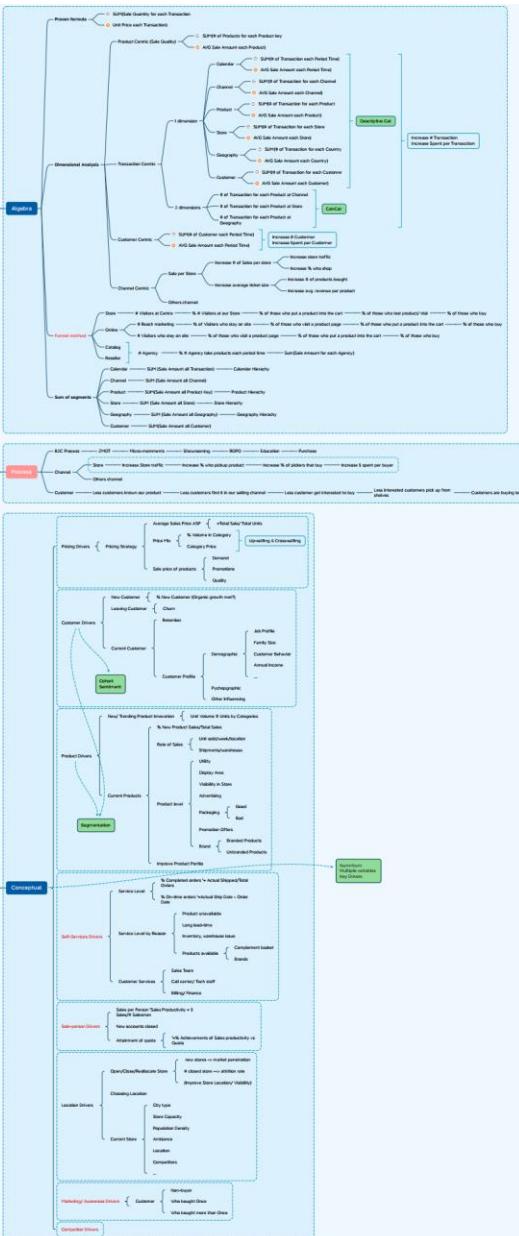
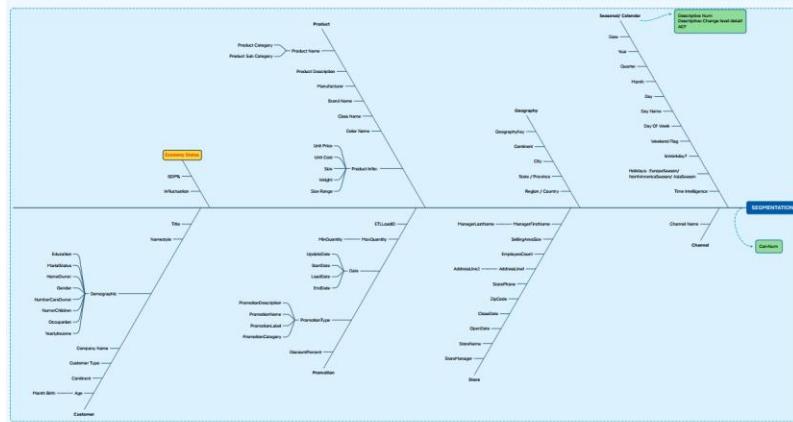
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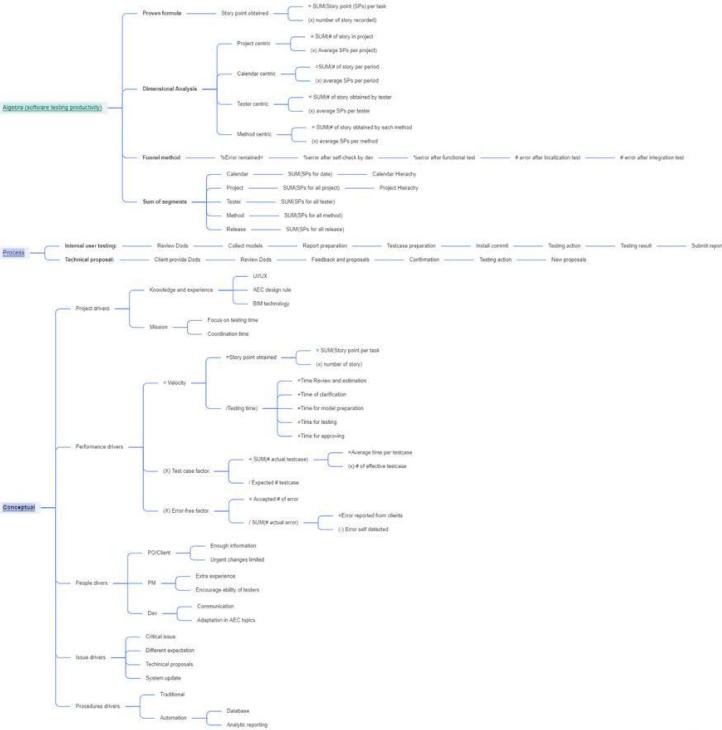
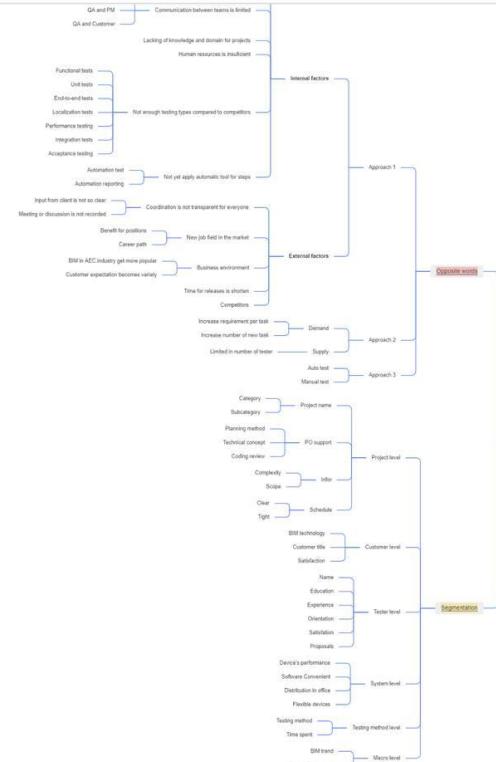
FREELY ANALYSIS

10% ANALYTICAL THINKING



X Close

Mind map

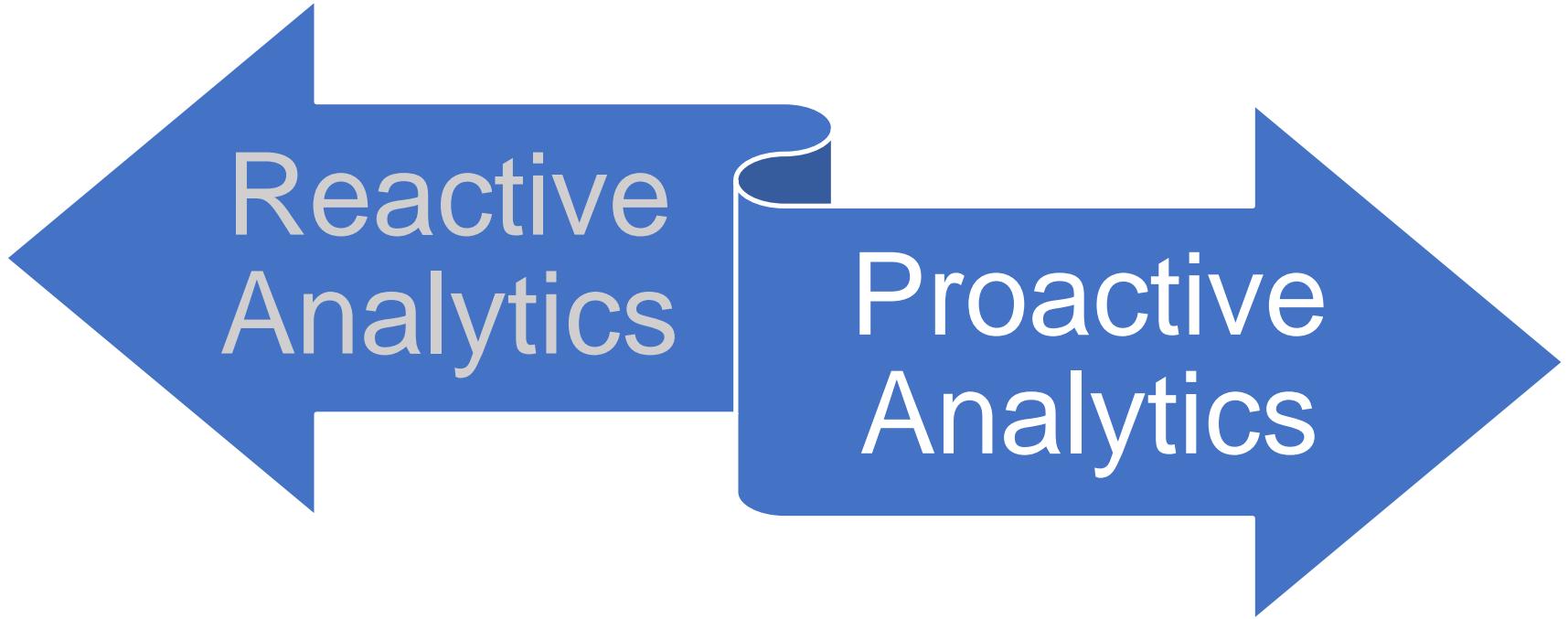


Lark Docs



22%

ANAYTICS APPROACH



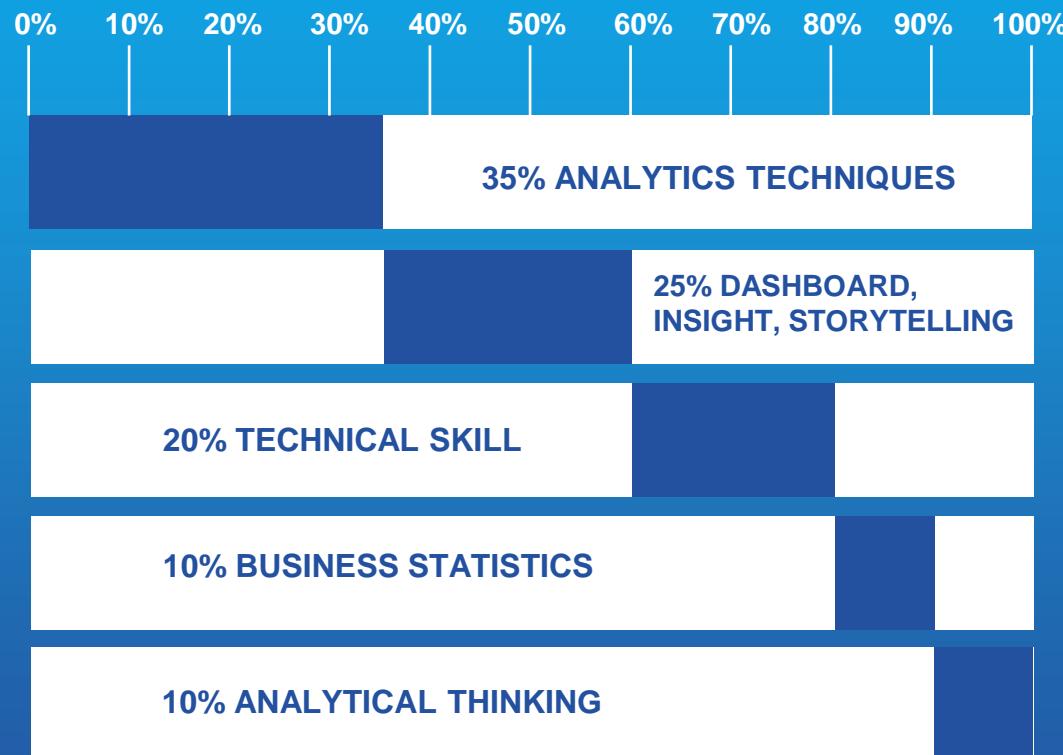
Reactive
Analytics



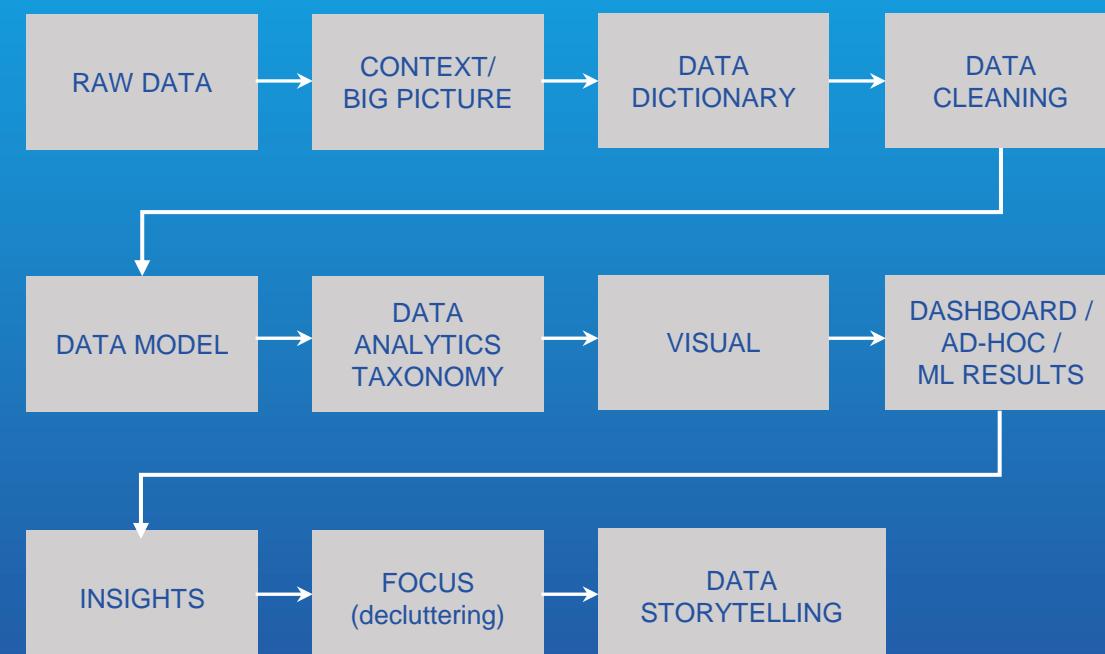
Proactive
Analytics



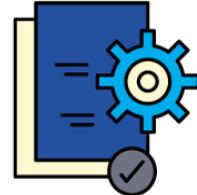
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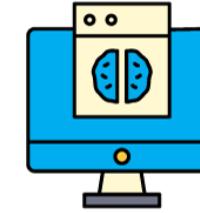
BUSINESS INTELLIGENCE PROGRAM



COURSE CONTENT OF 20 SESSIONS IN 2.5 - 3 MONTHS



1. Introduction & BI Program Overview
2. Data Analytics Problem Solving Framework (1)
3. Data Analytics Problem Solving Framework (2)
4. Data Connectors
5. Data Preparation (1)
6. Data Preparation (2)
7. Data Modeling (1)
8. Data Modeling (5)
9. Full Cycle Power BI Desktop
10. Power BI Service & Account (Free & Pro)



11. Power BI Premium & Automation Dashboard
12. Descriptive Statistics & Analytics Framework
13. Diagnostics Analytics Framework (1)
14. Diagnostics Analytics (2)
15. Correction of Data Exploration
16. Dashboard Design & Find Insights Framework
17. Correction of Dashboard & Insights
18. Data Storytelling & Visualization Framework
19. Correction of Data Storytelling
20. Presentation for Final Test

Power BI Service & others



AutoSave Off Power BI Service - final.pptx • Saved to this PC Search (Alt+Q) Thao Phuong

File Home Insert Draw Design Transitions Animations Slide Show Record Review View Add-ins Help

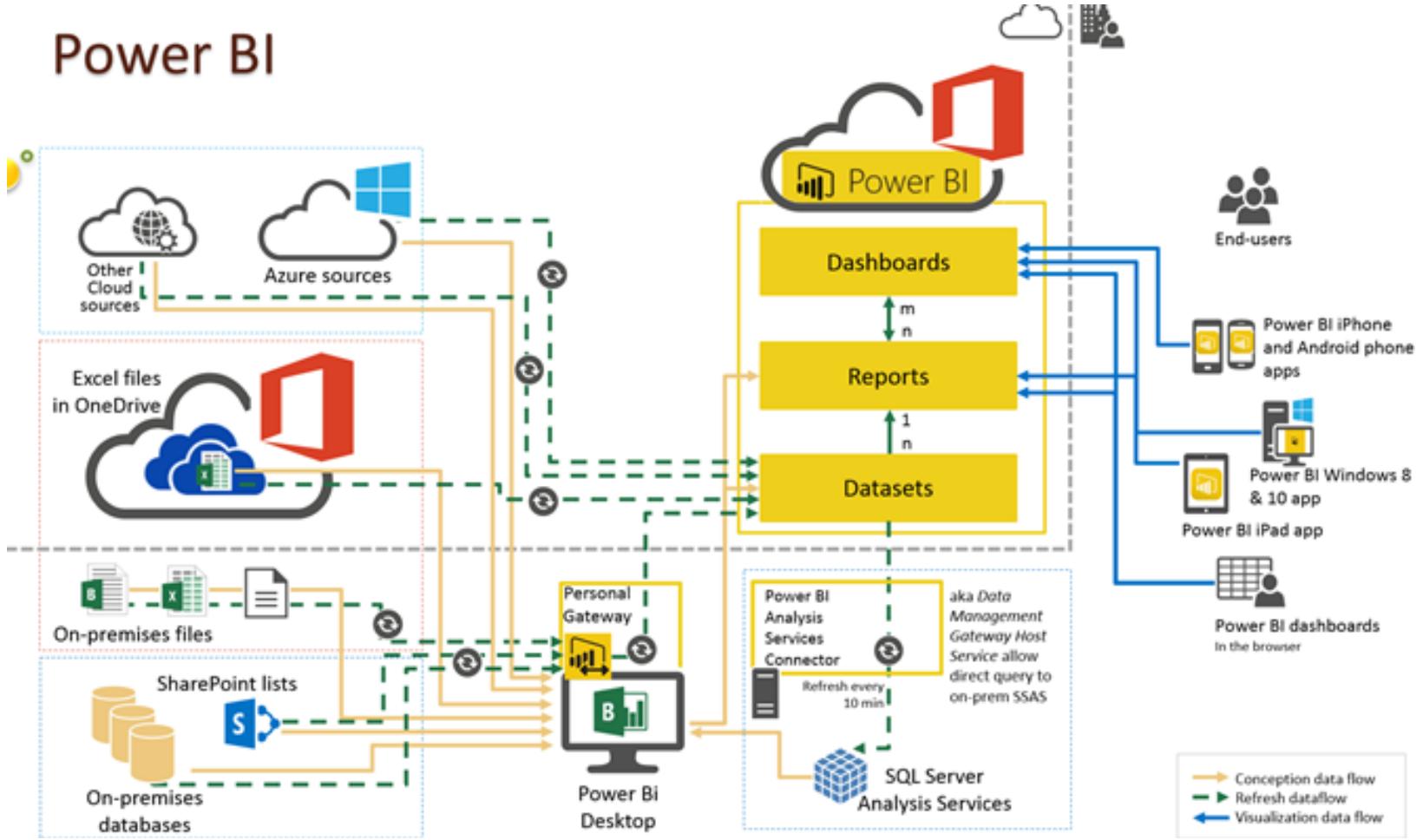
649	650	651	652	653	654	655	656	657	658	659	660
661	662	663	664	665	666	667	668	669	670	671	672
673	674	675	676	677	678	679	680	681	682	683	684
685	686	687	688	689	690	691	692	693	694	695	696
697	698	699	700	701	702	703	704	705	706	707	708
709	710	711	712	713	714	715	716	717	718	719	720
721	722										

Slide 1 of 722 English (United States) Accessibility: Investigate 20%

FULL CYCLE in POWER BI SYSTEMS

Automation Dashboard

Power BI



CURRICULUM

Part 1 (New)



CHAPTER 1

Fundamental Business Intelligence Framework & Analytical Thinking

- **Fundamental Concepts & Framework** in Business Intelligence & Data Analytics.
- Understand the **practical application** and purpose of Business Intelligence **in the business**
- Structures are frequently used to organize analytical problems (**Structure Thinking in Data Analytics**), specialized techniques to implement analytical thinking frameworks according to **MBB standards**. Appropriate from the beginning, the right analytical thinking makes the analysis more productive and beneficial to the business.

CHAPTER 2

End-to-End Business Intelligence Workflow in Power BI

- **Power BI Ecosystem**
- **Data Integration** in Power BI
- Get acquainted with Power Query technology on Power BI (ETL).
- **Data Preparation** in Power BI: Use Power Query to clean data and to standardize the data model (Data Preparation, Data Modeling, Parts 1&2 of the PL-300/ DA-100 Program), a series of strategies for collecting and analyzing correct data before starting the analysis.
- **Data Model** in Power BI
- **Full Cycle Power BI Cloud**
(Workspaces, Data Flow, Data Mart, Deployment Pipeline, Data Lineage...)

CHAPTER 3

Descriptive Statistics & Descriptive Analytics in Business Intelligence

- **Descriptive Statistics Fundamental** (math & business statistic knowledge: core application in Business Intelligence)
- **Avoid Misrepresenting Data** in Business Statistics
- The **Descriptive Analytics** hierarchy in Business Intelligence (**CONFIDENTIAL**), that assists in the comprehension of detailed and professional analysis processes.

CURRICULUM

Part 2



CHAPTER 4

Diagnostic Analytics in Business Intelligence

- The **Diagnostic Analytics** hierarchy in Business Intelligence (**CONFIDENTIAL**), that assists in the comprehension of detailed and professional analysis processes.

CHAPTER 5

Analytical Idea Presentation (Dashboard – Insight - Story)

- **Fundamentals of Data Visualization & Storytelling.**
- **Essential Principles** of Data Visualization.
- Essential Principles to build **Dashboard – Insight – Data Story (international framework)**
- Distinguishing Insights from data observations, the prerequisite for an analytical perspective is 1 Insight, analysis advice and techniques gained from work experience.
- Principles and methods, necessary skills to design professional Dashboard and Data Story.
- Visualize & Analyze Data on Power BI – Part 3&4 in PL-300/ DA-100 Program.

CHAPTER 6

Business Intelligence Capstone Project

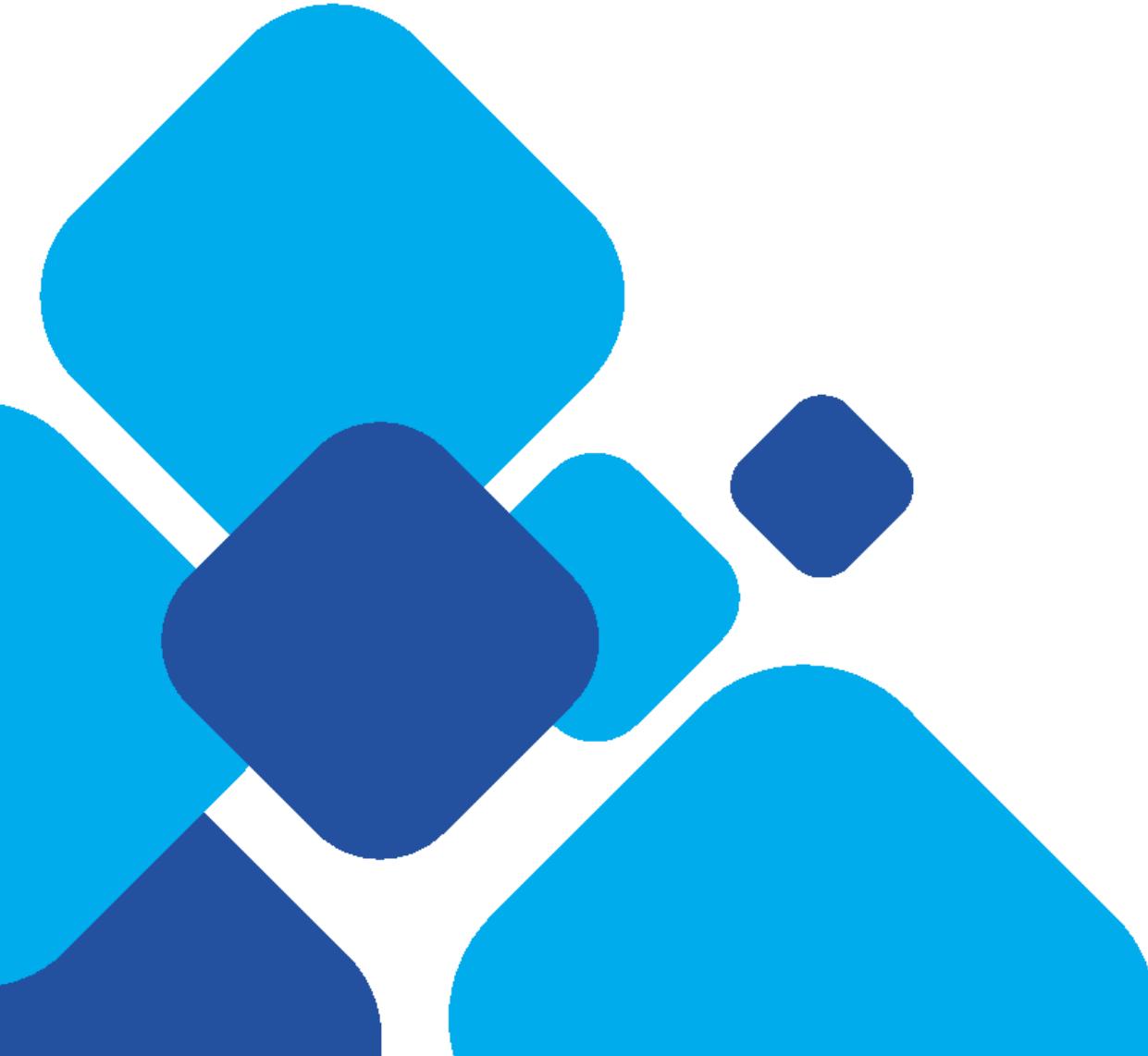
- Students **complete FINAL PROJECT** at the end of the course on the **actual data set** of the company in the market (with some information processed to secure customer information), from Loading Data, processing Data, going through all the analysis techniques in BI to find Insights, Data Visualization, and finally presenting Data Storytelling, in addition to a lot of exercises during the previous 5 modules.
- **After completing the course**, students will have a **structured mind map** of all the analytical techniques and knowledge required to do Business Intelligence professionally, as well as materials collected and synthesized by the Mastering Data Analytics in preparing for the top **PL-300/ DA-100** tool exam, **code DAX, SQL, Python ... (free add-ins materials)**.



MDA is Vietnam's only training center that teaches
**SYSTEMATIC & PRACTICAL
ANALYSIS METHOD**
from 'RAW DATA' to 'STORYTELLING'

Not only teaching academic knowledge and how to use tools only

**Analytics for Everyone:
Reinventing your
business with data**



BUSINESS INTELLIGENCE MINDMAP



*Confidential

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The greatest value of a dashboard is not to reduce what we never expected to need.
Techniques to find insights
Structure Thinking (MFECS high-level)

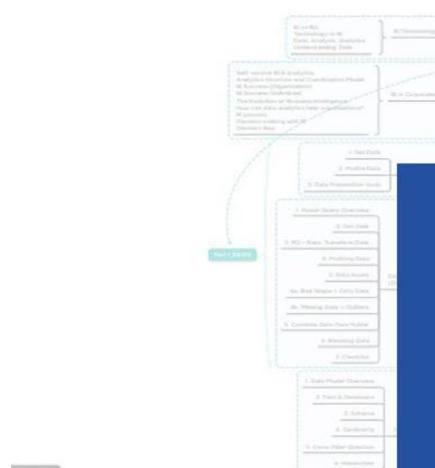
Ad-hoc Analysis/
Storytelling

Business Intelligence Program (Taxonomy)

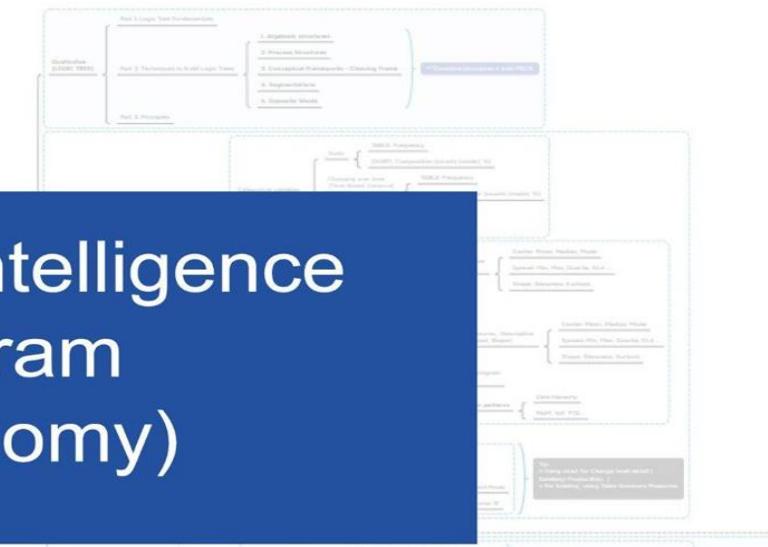
BUSINES INTELLIGENCE PROGRAM

Module 2: Business Statistics

Business Intelligence Analyst tasks:
1. Automation Reports (Dashboard)
2. Ad-hoc Analysis
3. Data Storytelling



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Mind map illustrates the main content of the Business Intelligence course. This is a confidential document compiled by Mastering Data Analytics itself, shared only for students enrolled in Business Intelligence.



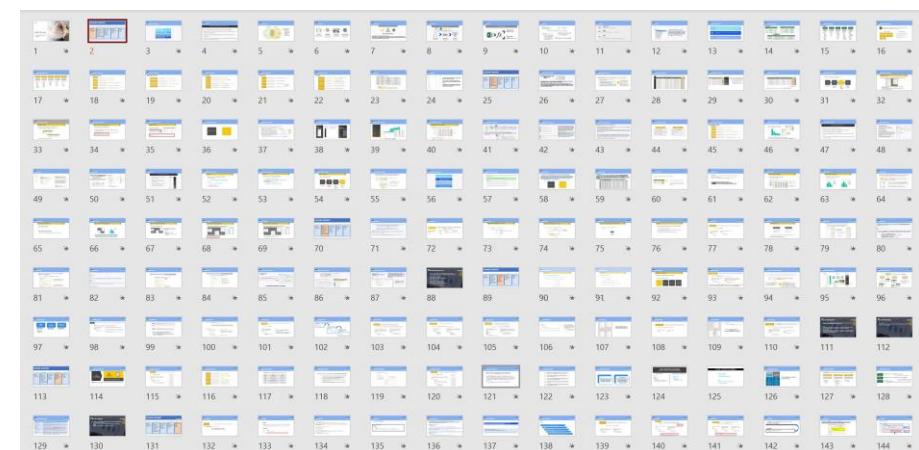
FREE EXTRA COURSES (AFTER)

Help students improve their skills in handling big and complex data

COURSE CONTENT

The course content is organized into a grid of 144 numbered slides, arranged in 12 rows and 12 columns. Each slide is represented by a small thumbnail image.

- A. GETTING STARTED WITH DAX**
 - 1. What is DAX?
 - 2. Basic of DAX Syntax?
 - 3. Dax Operators & Function
 - 4. DAX Data Types
- B. BASIC CALCULATION in DAX**
 - 1. Calculated Columns vs Calculated Measure
 - 2. Evaluation Context Recap
 - 3. Dax Operators & Function
 - 4. Create Your First Calculated Column
 - 5. ALL SELECTED
 - 6. KEEPFILTERS
 - 7. USE RELATIONSHIP
 - 8. CROSS FILTER
- D. CALCULATE FUNCTION**
 - 1. CALCULATE Function
 - 2. Evaluation Context Recap
 - 3. ALL FILTER Context in CALCULATION
 - 4. ALL
 - 5. ALL SELECTED
 - 6. KEEPFILTERS
 - 7. USE RELATIONSHIP
 - 8. CROSS FILTER
- E. TIME INTELLIGENCE**
 - 1. Calculated Table
 - 2. Introduction to Time Intelligence
 - 3. Time Intelligence Function
 - 4. Create Your First Measure
 - 5. Implicit vs Explicit Measure
 - 6. Evaluation Context
 - 7. Iterator Function
 - 8. Using Variables
 - 9. Formatting & Comment in DAX
- F. TABLE MANIPULATION**
 - 1. FILTER
 - 2. VALUES
 - 3. SUMMARIZE
 - 4. ADDCOLUMN
 - 5. GROUPBY



DAX DAX SYNTAX

This slide provides a detailed explanation of DAX syntax, specifically focusing on measure names and column references.

MEASURE NAME

- Note: Measures are always surrounded in brackets (i.e. `[Total Quantity]`) when referenced in formulas, so spaces are OK

FUNCTION NAME

- Calculated columns don't always use functions, but measures do:
 - In a calculated column, `=Transactions[quantity]` returns the value from the quantity column in each row (since it evaluates for each row)
 - In a measure, `=Transactions[quantity]` will return an error since Excel doesn't know how to evaluate that as a single value in a pivot (you need some sort of aggregation)

Total Quantity: `=SUM(Transactions[quantity])`

This is a "fully qualified" column, since it's preceded by the table name

Note: Table names with spaces must be surrounded by single quotes:

- Without a space: `Transactions(quantity)`
- With a space: `'Transactions Table'(quantity)`

PRO TIP:
For column references, use the fully qualified name (i.e. `Table[Column]`)
For measure references, just use the measure name (i.e. `[Measure]`)

Series Training "SQL for Business Intelligence" worth 4 million VND.

Include videos + data samples + slides recorded and compiled by instructors at MDA, which are given to students for free after the course. 10 video clips are being recorded.

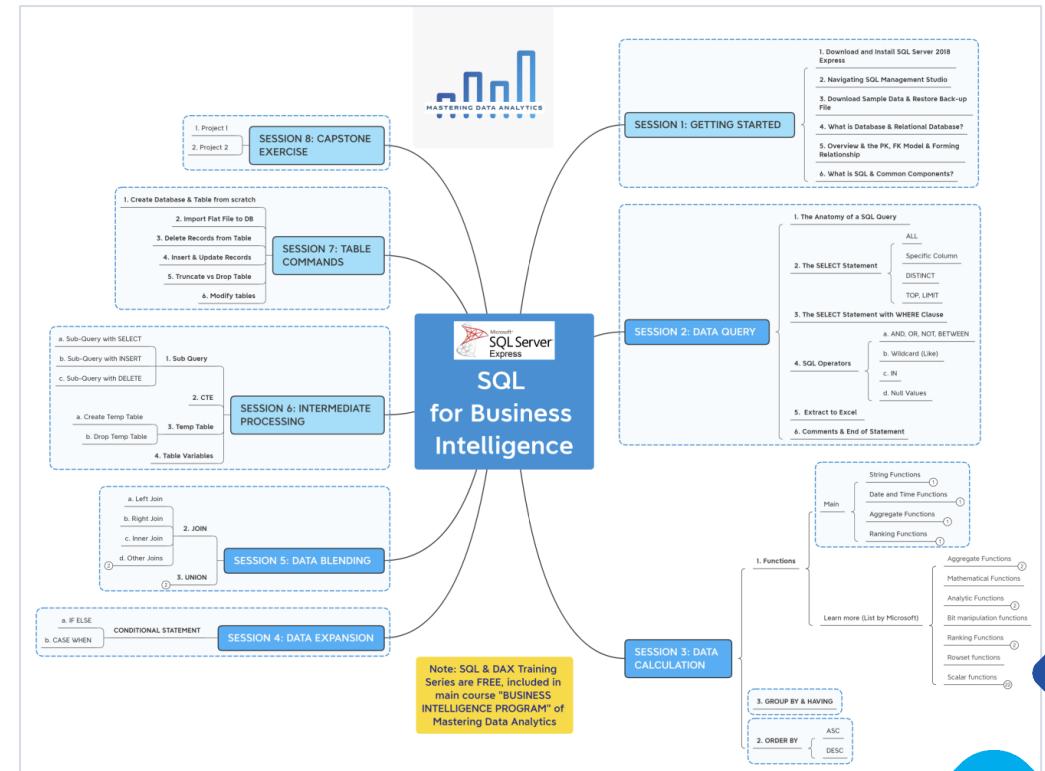
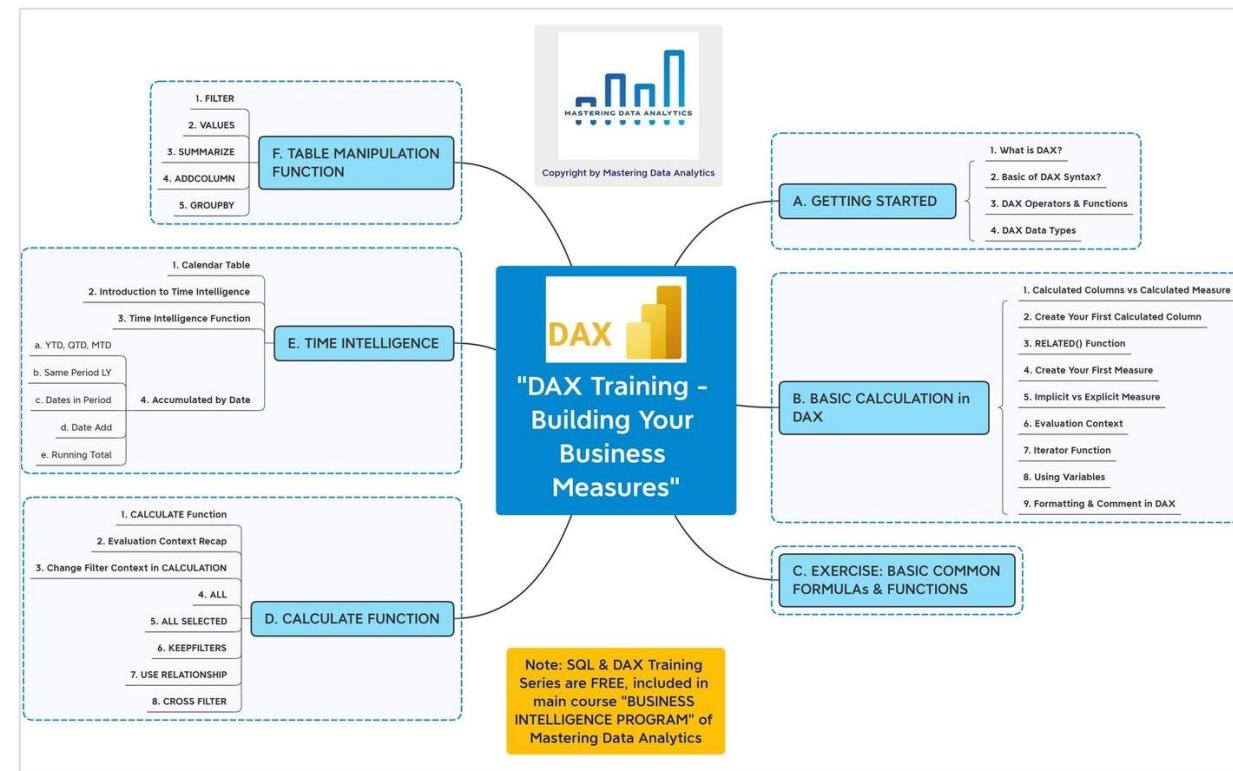


Series Training "DAX - Building Your Business Measures" worth 5 million VND.

Includes video clips, sample data, and curriculum slides to help students confidently handle more complex "Business Measures" on Power BI.

FREE EXTRA COURSES

DAX & SQL for Business Intelligence Program. Help students improve their skills in handling big and complex data
 Encourage students to do FINAL TEST





FREE EXTRA COURSES (AFTER)

Help students improve their skills in handling big and complex data

DAX for Business Intelligence
Mastering Data Analytics
Public
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Miễn phí dành cho học viên sau khóa học Business Intelligence - Nâng cao khả năng Coding sau khóa học!

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SQL for Business Intelligence
Mastering Data Analytics
Sort
Session 8: CAPSTONE EXERCISE
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Session 7: DATA IMPORT AND TABLE COMMANDS
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Session 6: INTERMEDIATE PROCESSING
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Session 5: DATA BLENDING
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Session 2: QUERY DATA
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Session 1: GETTING STARTED & PREPARATION
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31:17

6.2 Data Visualization in Power BI_Part 2_Python...
Mastering Data Analytics
Unlisted
9 videos 117 views Updated yesterday
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Chào mừng các bạn đã đến với Data Visualization in Power BI_Part 2_Python Visual in Power BI của Mastering Data Analytics.
Trong phần 1 của series này, các bạn đã được hướng dẫn cách vẽ charts cơ bản trong Power BI. Trong 2 câu chuỗi series này, MDA sẽ hướng dẫn các bạn về các charts nâng cao với Python trong Power BI. Hi vọng series sẽ giúp ích cho mọi người.
Nếu thấy những video này hữu ích, đừng quên like, subscribe và share cho nhiều người cùng biết đến hơn nhé!

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9. Hướng dẫn tạo biểu đồ Sankey sử dụng Python trong Power BI
Mastering Data Analytics • 12 views • 7 days ago

Automation Bot (Remind: Homework)

FREE EXTRA COURSES (AFTER)

Help students improve their skills in handling big and complex data

WE LEARN

- 10% of what we READ
- 20% of what we HEAR
- 30% of what we SEE
- 50% of what we SEE and HEAR
- 70% of what we DISCUSS
- 80% of what we EXPERIENCE
- 95% of what we TEACH to others

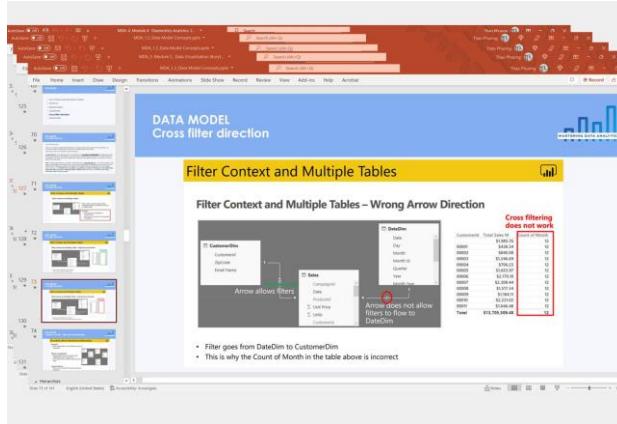
“THỰC CHIẾN”

FREE Advance Coding Course:
Encourage students to **practice**,
experience learned knowledge in
Business Intelligence Course

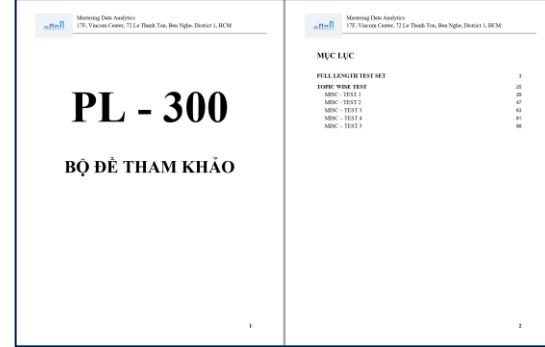


A RICH LIBRARY

Documents & Materials

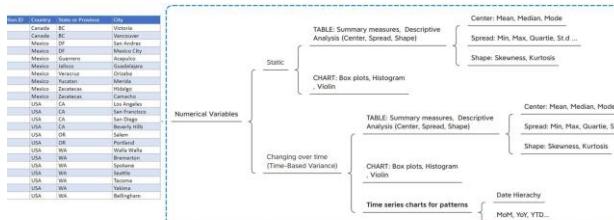


1,000 lecture slides drawn from practical experience



The PL-300 exam review set compiled by MDA, including ebooks, reference sets, reference links from many sources, and instructions on the study + exam route.

ID	Purchase Date	TRP	Days Purchase	Year Purchase	Customer ID	Gender	Marital Status	Housemates	Children	Average Income	City	State or Province	Country	Product Ready	Product Department	Product Category
1	12/08/2004	5	18	2004	7225	F	M	Y	2	\$30K-\$50K	Los Angeles	CA	USA	Food	Snack Foods	Snack Foods
2	12/08/2004	5	18	2004	8178	F	M	Y	2	\$30K-\$50K	Bronxville	NY	USA	Food	Snack Foods	Snack Foods
3	12/08/2004	1	23	2004	8178	F	M	Y	2	\$30K-\$50K	Bronxville	NY	USA	Food	Snack Foods	Snack Foods
4	12/08/2004	1	23	2004	8178	F	M	Y	2	\$30K-\$50K	Bronxville	NY	USA	Food	Snack Foods	Snack Foods
5	12/02/2004	2	22	2004	1900	F	S	Y	2	\$30K-\$50K	Beverly Hills	CA	USA	Drink	Beverages	Caffeinated Beverages
6	12/02/2004	2	22	2004	1900	F	S	Y	2	\$30K-\$50K	Beverly Hills	CA	USA	Food	Snack Foods	Snack Foods
7	12/02/2004	3	23	2004	9479	M	S	Y	2	\$30K-\$50K	Salem	OR	USA	Food	Frozen Foods	Frozen Foods
8	12/02/2004	3	23	2004	9479	M	S	Y	2	\$30K-\$50K	Salem	OR	USA	Food	Canned Foods	Canned Foods
9	12/02/2004	3	23	2004	9479	M	S	Y	2	\$30K-\$50K	Rutherford	WA	USA	Food	Canned Foods	Canned Foods
10	12/02/2004	3	23	2004	9479	M	S	Y	2	\$30K-\$50K	Rutherford	WA	USA	Food	Canned Foods	Canned Foods
11	12/02/2004	3	23	2004	9479	M	S	Y	2	\$30K-\$50K	Beverly Hills	CA	USA	Food	Non-Canned Foods	Non-Canned Foods
12	12/02/2004	4	26	2004	9557	F	M	N	2	\$30K-\$50K	Beverly Hills	CA	USA	Food	Snack Foods	Snack Foods
13	12/02/2004	4	26	2004	9557	F	M	N	2	\$30K-\$50K	Beverly Hills	CA	USA	Food	Non-Canned Foods	Non-Canned Foods
14	12/08/2004	6	18	2004	2743	M	S	N	2	\$30K-\$50K	Beverly Hills	CA	USA	Food	Canned Foods	Canned Foods
15	12/08/2004	6	18	2004	2743	M	S	N	2	\$30K-\$50K	Beverly Hills	CA	USA	Food	Non-Canned Foods	Non-Canned Foods
16	12/08/2004	7	27	2004	6657	M	S	N	2	\$30K-\$50K	Portland	OR	USA	Food	Snack Foods	Snack Foods
17	12/08/2004	7	27	2004	6657	M	S	N	2	\$30K-\$50K	Portland	OR	USA	Food	Drinks	Drinks
18	12/08/2004	1	28	2004	5717	F	S	N	2	\$30K-\$50K	Los Angeles	CA	USA	Food	Snack Foods	Snack Foods
19	12/08/2004	1	28	2004	5717	F	S	N	2	\$30K-\$50K	Los Angeles	CA	USA	Food	Drinks	Drinks
20	12/08/2004	1	28	2004	5717	F	S	N	2	\$30K-\$50K	San Diego	CA	USA	Food	Drinks	Drinks

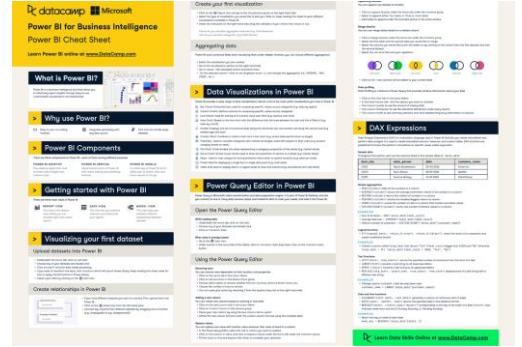


Data sample + Template + Framework used in Data Analysis in actual enterprises.

- 1. *Mastering Data Analytics_Share Public
- 2. Tài liệu hướng dẫn Nhập học & quy định lớp học
- 3. Books tham khảo trong chương trình học
- 4. Phần mềm XMind_về Logic Trees & hệ thống kiến thức
- 5. DA templates được sử dụng thực tế trong doanh nghiệp
- 6. Bộ đề có đáp án, slide, mindmap, dịch PL-300
- 7. ***Final Test***
- 8. Data Visualization Series_Power BI_Confidential
- 9. Từ điển chuyên ngành Data Analytics_MDA
- 10. Logic Trees_Dịch vietnamese
- 11. Database mô phỏng Datawarehouse thực tế_Professional BI Projects
- 12. Functions hay & useful trong Power BI (doing)
- DATA SAMPLE - Module 3
- DATA SAMPLE - Module 4
- Standard_Power BI.pbix



A library of documents including Cheatsheet/Website/ link/ specialized documents are compiled for students to self-study for further development.



Mastering Data Analytics

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RECORD ON  **YouTube**

The text "RECORD ON" is in a large, bold, blue sans-serif font. To its right is the YouTube logo, which consists of the word "YouTube" in its signature black font inside a red rounded rectangle.

Mastering Data Analytics

Learning Technology



Base Assistant BOT | Base Assistant 5:52 PM

[Đã có record lớp học mới nhất]

Lớp: K37
Ngày học: 2023/04/11
Buổi học: 5
Link Youtube Record: [\(10\) BI K37 - Day 5 ngày - 11.04.2023 - YouTube](#)

Video record lớp học đã đưa lên Youtube, anh/chị học viên vắng buổi học có thể lên xem nội dung buổi học mới nhất!

1. Anh/chị học viên đăng nhập Record bằng email đã đăng ký với trung tâm
2. Vì video mới up lên, tầm 30' sau anh/chị học viên sẽ xem được video chất lượng 1280HD.

Mastering Data Analytics

From Base automated workflow

Điểm danh học viên lớp K37

Tên học viên:

Điểm danh các buổi học: "Ngày - (i) Học viên đã đăng ký với MDA. (ii) Trạng thái tham gia. (iii) BTVN"

Buổi 1: 24/3 - (i) - . (ii) Admin check: Có tham dự. (iii) BTVN: Không có BTVN

Buổi 2: 28/3 - (i) - . (ii) Admin check: Có tham dự. (iii) BTVN: Có nộp bài tập

Buổi 3: 24/3 - (i) Vào lớp trễ - Đi làm ra trễ. (ii) Admin check: Có tham dự. (iii) BTVN: Có nộp bài tập

Buổi 4:

Buổi 5:

Buổi 6:

Buổi 7:

Buổi 8:

Buổi 9:

Chúc anh/chị học viên học tốt!

Mastering Data Analytics

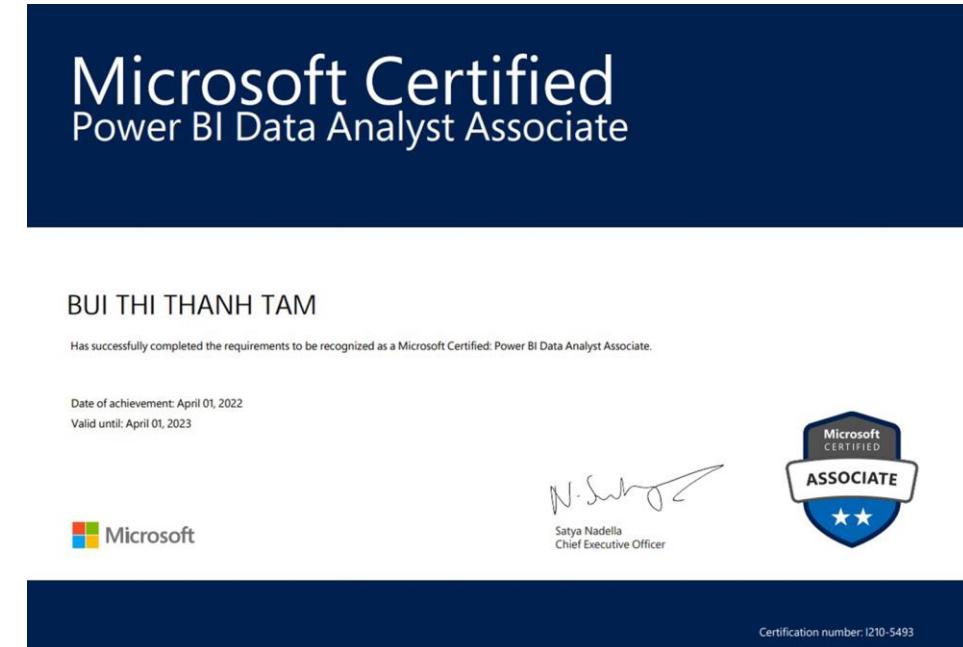
From Base automated workflow

CERTIFICATES & ACKNOWLEDGEMENTS

Professional data analysis products and certificates of completion are used as portfolios to apply for jobs, often appreciated by large enterprises.



Students will apply knowledge learnt from chapters 1 to 5 to complete a Dashboard and Data Storytelling slides to convey INSIGHTS.
Upon completion of the course, eligible students will receive a **course completion certificate** from Mastering Data Analytics.



During the learning process, students will be familiar with the technology/tools in the field of BI through practicing analysis together with the **PL-300 document (formerly DA-100)** compiled exclusively by Mastering Data Analytics which includes: ebook, reference set, reference link from many sources, guide to study, and exam route.

CONTACT US



MASTERING DATA ANALYTICS

Mastering Data Analytics is the **Leading Business Data Analytics Training Center for individuals and enterprises** in various fields with a team of lecturers who are experts with extensive experience in working, training and consulting on Data Analytics for large enterprises such as **Prudential, BIDV, P&G, HSC, Merck, AEON, CocaCola, Generali , AON...**

In particular, Mastering Data Analytics **is currently the official Data Analytics training partner** for leading Vietnamese and international large enterprises.

In addition to Public Training courses (Business Intelligence, Business Analytics), Mastering Data Analytics also provides services such as Corporate Training and Corporate Consulting.



edu@mastering-da.com



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STUDENT'S FEEDBACKS



..nếu đã từng nghe ai đó nói về kỹ năng phân tích dữ liệu là điều tất yếu trong văn hóa chuyên đổi số và chưa biết bắt đầu từ đâu để cải thiện kỹ năng này của mình thì MDA là một nơi có thể giúp mọi người tìm ra được câu trả lời của mình.



Anh Hiếu Lê
Cựu học viên khóa BI K32
Senior Business Development
@VNG

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Business Intelligence



Cái Kha “ứng bụng” nhất đó chính là đích đến cuối cùng: Communication, Visualization và Storytelling.
Điều Kha ấn tượng về cô Thảo là cô luôn khuyến khích tinh thần học của học viên.



Anh Trương Duy Khoa
Cựu học viên khóa K16
Senior Data Analyst
@Prudential

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Business Intelligence



Khóa học Business Intelligence của Mastering Data Analytics là một khóa học “RẤT HAY và KHÁC BIỆT HẦN” với một số khóa học về data mà mình đã tham dự trước đó.



Chị Thiên Anh
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Data Analytics Lead
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BSc IT & Master Applied Math for Finance

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Vô tình xem được đánh giá của một ô bạn trong group về Data mà biết đến cô Thảo - Mastering Data Analytics với các chương trình học thiên về “TƯ DUY PHÂN TÍCH VÀ LÓGIC” chứ không chỉ tập trung tools như các trung tâm khác minh biết.



Anh Phước Thien
Cựu học viên khóa K17
Chuyên viên nhân sự
@Unicons

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Hoàng nghĩ tương lai với những kỹ năng và kiến thức liên quan đến DATA sẽ rất hữu dụng và giúp ích cho việc tìm kiếm việc làm và trong công việc hàng ngày.



Anh Hoàng Nguyễn
Cựu học viên khóa BI K12
Data Analyst | Reporting Data Analyst-oristic
@Accenture, USA

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Business Intelligence



cô Thảo rất nhiệt tình, luôn sẵn sàng hỗ trợ học viên với kinh nghiệm dày dặn của cô. Một trong những lý do mình yêu khóa học này đến vậy là vì trong suốt quá trình học, học viên được hướng dẫn cái mindset - hiểu được WHY chứ không chỉ dừng lại ở HOW. Minh tin rằng, đây là phương pháp đúng đắn nếu muốn theo đuổi bất kỳ lĩnh vực nào về lâu về dài.



Chị Thu Hương
Cựu học viên khóa BI K16
BI Associate Consultant
@Just Analytics

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Nói chung cô Thảo không dạy tool, cô dạy Framework để mình có logical thinking để làm một bài analysis mà không dễ bị sót insights. Minh nghĩ trên thị trường hiện giờ chưa có ai dạy chuẩn chỉnh và bài bản thế này.



Anh Trần Hữu Hùng
Cựu học viên khóa K11
Trade Insight Manager
@British American Tobacco

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Khóa học BI của Mastering Data Analytics đã cho mình những kiến thức vô cùng hữu ích... Minh nhớ kiểu tin được “Ánh sáng lóe lói phía cuối con đường” vậy.
Thậm chí trước đây mình khá mờ nhạt trong công ty thì sau khóa học mình đã được tham gia vào các dự án BI của khách hàng lớn.



Chị Ánh Ngọc
Cựu học viên khóa K13
Data Specialist
@ezCloud Technologies Pte.Ltd

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... khóa học thực sự rất giá trị. Sau khóa học, mình không chỉ có tư duy bài bản hơn về dữ liệu mà còn biết cách xử lý dữ liệu từ cơ bản đến nâng cao bằng Power BI, hỗ trợ rất nhiều trong công việc bấy giờ của mình.



Chị Lê Thu Anh
Cựu học viên khóa K26
Researcher
@Cốc Cốc

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... đặc biệt phần tư duy phân tích dữ liệu đã giúp mình rất nhiều trong việc tiến xa hơn trong ngành khi có một mindset đúng... Nhờ kiến thức, kỹ năng và kinh nghiệm học được ở khóa học mà mình đã đạt được bước đầu tiên là có được công việc trong ngành mà mình muốn.



Anh David Phạm
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Research Trainee
@Kantar World Panel

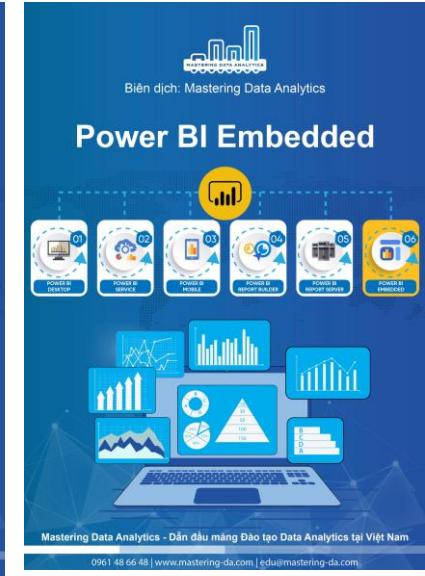
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Business Intelligence

MDA's GIFT FOR TESTIMONIAL



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- **Facebook Group MDA (Phân tích dữ liệu kinh doanh):**
<https://www.facebook.com/groups/masteringda>
- **Facebook Group MDA (public):**
<https://www.facebook.com/groups/masteringdataanalytics>
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- **Data Analytics Jobs - Tuyển dụng ngành Phân tích dữ liệu:**
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- **Data Analytics Meme** (ảnh vui về ngành Data):
<https://www.facebook.com/groups/640933274291864>
- **Data Analytics Books/ Sources** - Tự học Data Analytics:
<https://www.facebook.com/groups/598669188719273>
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THANK YOU