



The Analytics Store

Who We Are

- **The Analytics Store** is an Irish consultancy and training firm that been in operation since 2009
- **Aoife D'Arcy - Managing Director**
 - Working with major national and international companies in banking, finance, insurance, gaming and manufacturing, Aoife has developed particular expertise in customer insight analytics, fraud analytics, and risk analytics
 - Aoife's passionate belief in the importance of developing in-house analytics talent in organisations underlies the design and delivery of her training courses
- **Dr. Brian Mac Namee - Director of Training**
 - Brian has over 14 years experience in analytics lecturing, training, and consultancy
 - With particular expertise in analytics fundamentals, Dr. Mac Namee has delivered analytics training around the world for all kinds of different organisations



What we Do

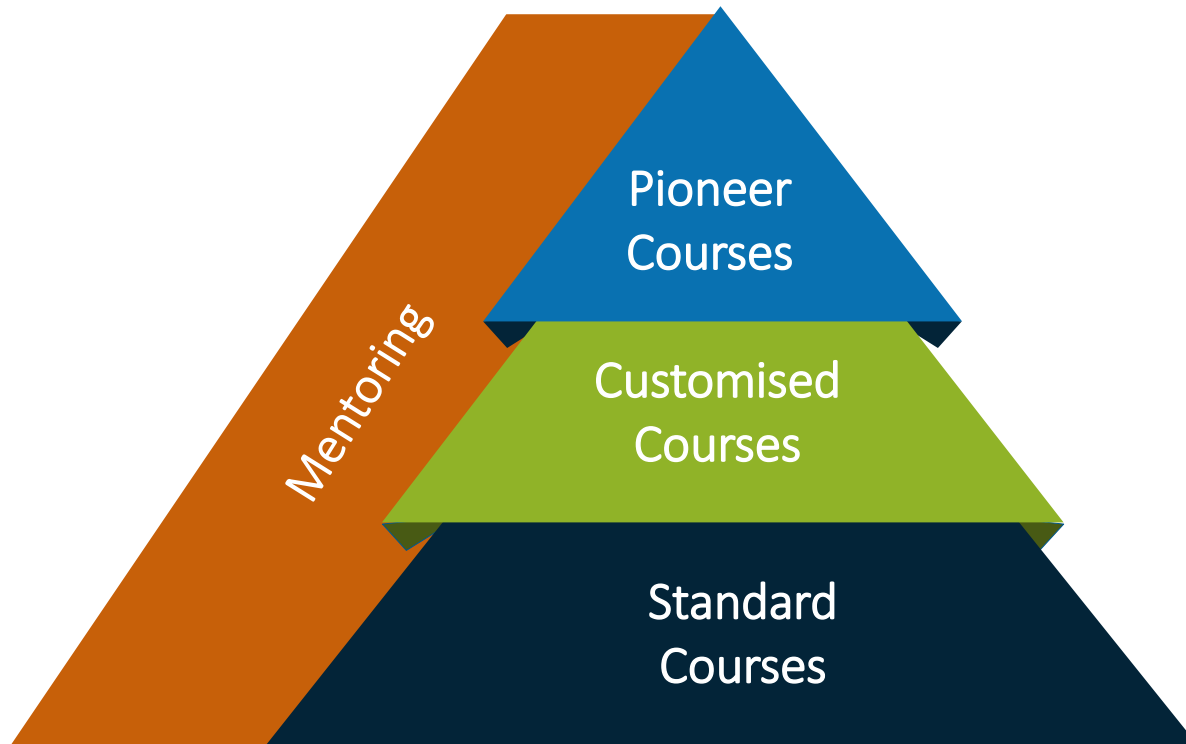
Our unique approach is based on the belief that, to maximise the potential of analytics, companies need to develop their own in-house analytics capabilities.

We enable companies to knit analytics into the fabric of their internal decision-making.

This involves working with companies to discover how they can best benefit from analytics, and then delivering the right mix of consultancy, training and mentoring to achieve this.



New Generation Education



Designed to enable you to
build world-class, in-house
analytics teams

New Generation Education



Technology Used



We deliver training using a number of technologies

Our Training Courses

- **We offer a number of standard courses:**

Course	Level	Duration
Understanding Analytics for Managers	Intro	1 Day
Beginning Data Analytics With R/Python	Mid	2 Days
Data-driven Business Using Statistical Analysis	Mid	2 Days
Effective Data Visualisation	Mid	2 Days
Putting the Data into Predictive Analytics	Advanced	3 Days
Advanced Analytics With R/Python	Advanced	3 Days
Fundamentals of Machine Learning For Predictive Data Analytics	Advanced	3 Days

- **All of our courses can be customised to the needs of your team**

Learn from The Masters



A series of day **one day**, intensive, highly focused seminars.

Assuming a working knowledge of analytics concepts and technologies, our experts will use **concise explanations, real-world examples and live demonstrations** to give you deep **technical knowledge** of each area in a condensed time frame

Introducing The Master Series

Deep Learning with Dr. Brian Mac Namee

- *Date: 25 April*
- *Venue: Science Gallery*

Natural Language Processing with Prof. John Kelleher

- *Date: 22 May*
- *Venue: Science Gallery*

Network Analytics with Dr. Dereck Green

- *Date: 6 Sept.*
- *Venue: Science Gallery*

Anomaly Detection with Aoife D'Arcy

- *Date: 23 Oct*
- *Venue: Science Gallery*

Booking details are at:
www.TheAnalyticsStore.com

Other Supports

- We can offer a full skills assessment for the team and map your teams skills to our specifically designed skills matrix

Category	Sub-Category	Skill	NR	Level of Skill						Experience/Application Considerations
				1	2	3	4	5		
Data Integration, Management and Governance	Data Integration	Basic Data Manipulation								
		Advanced ETL								
	Data Management and Governance	Designing Data Infrastructure								
		Data Governance								
Analytics	Descriptive Analytics	Data Protection								
		Exploratory Analysis								
		Statistical Testing								
	Analytics Strategy	Report Design and Development								
		Developing an Analytics Strategy								
	Advanced Analytics	Predictive Analytics								
Unsupervised Learning										
Technical Skills	Programming	Forecasting								
		Analytics Programming								
	Tools	SQL								
		Analytics Software								
Business Knowledge	Domain Specific Skills	Advanced Excel Skills								
		Reporting Tool								
		Business Domain 1								
Communication, Delivery and People Management	Delivery	Business Domain 1								
		Business Domain 1								
	Communication	Business Domain 1								
		Project Management								
People Management	Presentation Skills									
	People management									
		Stakeholder Management								

Skill Level	Description
NR	Not Required
1	Basic knowledge
2	Working knowledge but will require supervision
3	Good Competency - Can work with minimal supervision
4	Can advise/train/mentor others, is an influencer in the area
5	Can set business strategy in this area

What Our Customers Say About Us

“Aoife and Brian from The Analytics Store were brought in to bring skills to the team and help them think through the business problem using analytics. But my team knows the data inside out – and that matching of knowledge has worked really well.”



**TREND
MICRO™**

Marianne Lee, Director of Analytics

“We don’t want our graduates learning on site – we want them up skilled before they reach a client site, so they deliver value from day one. The Analytics Store training allows us to do this and protects the Accenture brand.”



Brian McLernon, Data Scientist

More Information

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