

Learning & Development Guide

Building skills,
capability and
confidence across
your organisation.



The Analytics Institute is a leading professional body advancing excellence in data analytics and AI through education, research, community engagement, and collaboration.

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About Us

Based in Dublin, Ireland, and connected to a network of global members, the Analytics Institute offers an extensive suite of industry-leading analytics and AI programmes supporting professionals at every stage of their career.



Why Train With Us

The Analytics Institute is a leading professional body dedicated to advancing excellence in data analytics and AI. We understand that success in data-driven organisations begins with exceptional learning.

Our industry-focused programmes are designed to equip professionals with the skills, insight, and confidence to excel in this fast-changing landscape. By choosing the Analytics Institute, you gain access to expert educators, knowledge, and curricula developed with industry leaders. Whether you are progressing your career or strengthening your organisation, the Analytics Institute delivers development solutions enabling you to achieve impact.



Analytics Institute Training by Numbers

35+

Faculty Members

60+

Subject Matter Experts

12

Advisory Council Members

2200+ Certified Graduates

What Sets the Analytics Institute Apart?

» World-Class Instructors:

Learn from experienced analytics leaders, industry specialists, and educators who combine deep domain knowledge with exceptional teaching expertise.

» Research and Innovation:

Our learning pathways are informed by the latest industry trends, applied research, and technological advancements in analytics and AI.

» Professional Certifications:

Select programmes offer pathways to recognised professional certification — a respected, industry-aligned standard validating your analytics and AI capability.

» Commitment to Excellence:

We continually enhance our programmes to provide the most relevant, up-to-date learning solutions for data-driven professionals and organisations.

» State-of-the-Art Delivery:

Access our extensive suite of industry-focused programmes, supported by leading analytics practitioners and real-world case studies from top organisations.

» Comprehensive Curriculum:

Covering essential analytics and AI capability areas, including data literacy, analytics strategy, data science, visualisation, governance, AI foundations, ethics, automation, and emerging technologies.

» Flexible Training Options:

Choose from online, onsite, offsite, or blended learning, ensuring you receive development in the format that best supports you or your team's needs.

» Customised Programmes:

We design bespoke training solutions tailored to your organisation's specific goals — your programme, your way, with tailored content delivered when and where you need it.

Analytics Institute Training Team

The Analytics Institute's training team has extensive industry and academic analytics expertise.



As a professional membership body, the Analytics Institute's learning and development offering draws on a broad network of data practitioners and industry experts to equip professionals for success in the evolving analytics and AI landscape. With a focus on excellence, our expert instructors combine theoretical understanding with practical, industry-driven insights, delivering a personalised learning experience for every participant.

- » **Experienced Instructors:** Our trainers have extensive analytics and AI expertise.
- » **Practical Insights:** Bringing real-world industry experience to every session.
- » **Personalised Learning:** Small groups ensure individual attention.
- » **Cutting-Edge Knowledge:** We stay aligned with industry innovation.
- » **Proven Success:** The Analytics Institute's training programmes have a strong record of impact.

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We design our programmes to deliver immediate value. Every course is aligned with industry needs, grounded in practical expertise, and focused on helping teams unlock the full potential of analytics and AI.

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Yvonne Rogers, Head of Training and Certification, The Analytics Institute

Our Advisory Council

The Analytics Institute's Advisory Council plays a central role in shaping the quality and relevance of our training programmes. Comprised of senior leaders, industry experts, and practitioners from across the analytics and AI ecosystem, the Council ensures that every programme we deliver reflects real industry needs and emerging best practice.

Before any new course is launched, it undergoes rigorous review and approval by the Advisory Council. This sign-off process guarantees that our content is aligned to current standards, future skills demands, and the expectations of employers.

Their guidance helps us maintain the highest level of credibility, ensuring that learners gain knowledge and skills that truly matter in today's data-driven environment.

The Advisory Council's oversight is a critical part of our commitment to excellence — ensuring that every programme is relevant, practical, and impactful.

Which Training Programme Should I Choose?

The Analytics Institute offers a wide range of analytics and AI learning programmes to meet the diverse needs of our members.

Whether you are an individual professional or part of an organisation, we provide a variety of training solutions delivered in flexible formats designed to suit your specific requirements.



Partnering with the Analytics Institute for our team's training was a game-changer. The programmes are practical, engaging, and directly aligned with industry needs. Our staff gained real skills they could apply immediately, and the personalised support made the learning experience exceptional. 

Let's Build Your Data-Capable Workforce:

Customised Training

Bespoke analytics and AI training programmes designed to meet the specific needs of our members.

Core Programmes

Industry-defined analytics and AI programmes, adaptable to organisational needs.

Short Courses & Workshops

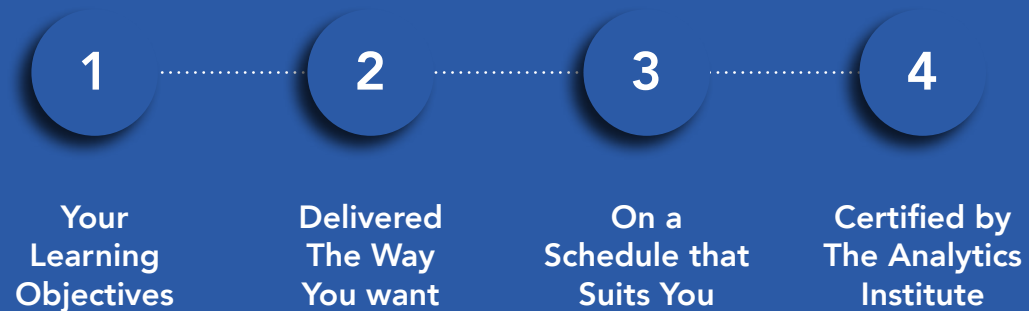
Short, practical courses focused on specific analytics and AI topics.

Customised Training

Designed Around Your Organisation's Needs

Our Customised Programmes are developed from the ground up in partnership with organisations. We work closely with teams to design training solutions that align fully with specific objectives, capability levels and operational priorities.

Training Shaped Around Your Priorities



Why choose a Customised Programme?



Designed in Partnership

Designed in Partnership: Training is developed collaboratively to align with your organisation's goals, priorities and capability needs.



Your Data; Your Context

Your data, your context: Training uses your datasets and internal examples, ensuring learning is directly relevant and immediately applicable.



Recognised Certification

Recognised certification: Programmes are certified by the Analytics Institute, offering trusted recognition of capability development.



Flexible delivery

Flexible delivery: Format and delivery are adapted to suit your teams, timelines and ways of working.

Our Training Clients:

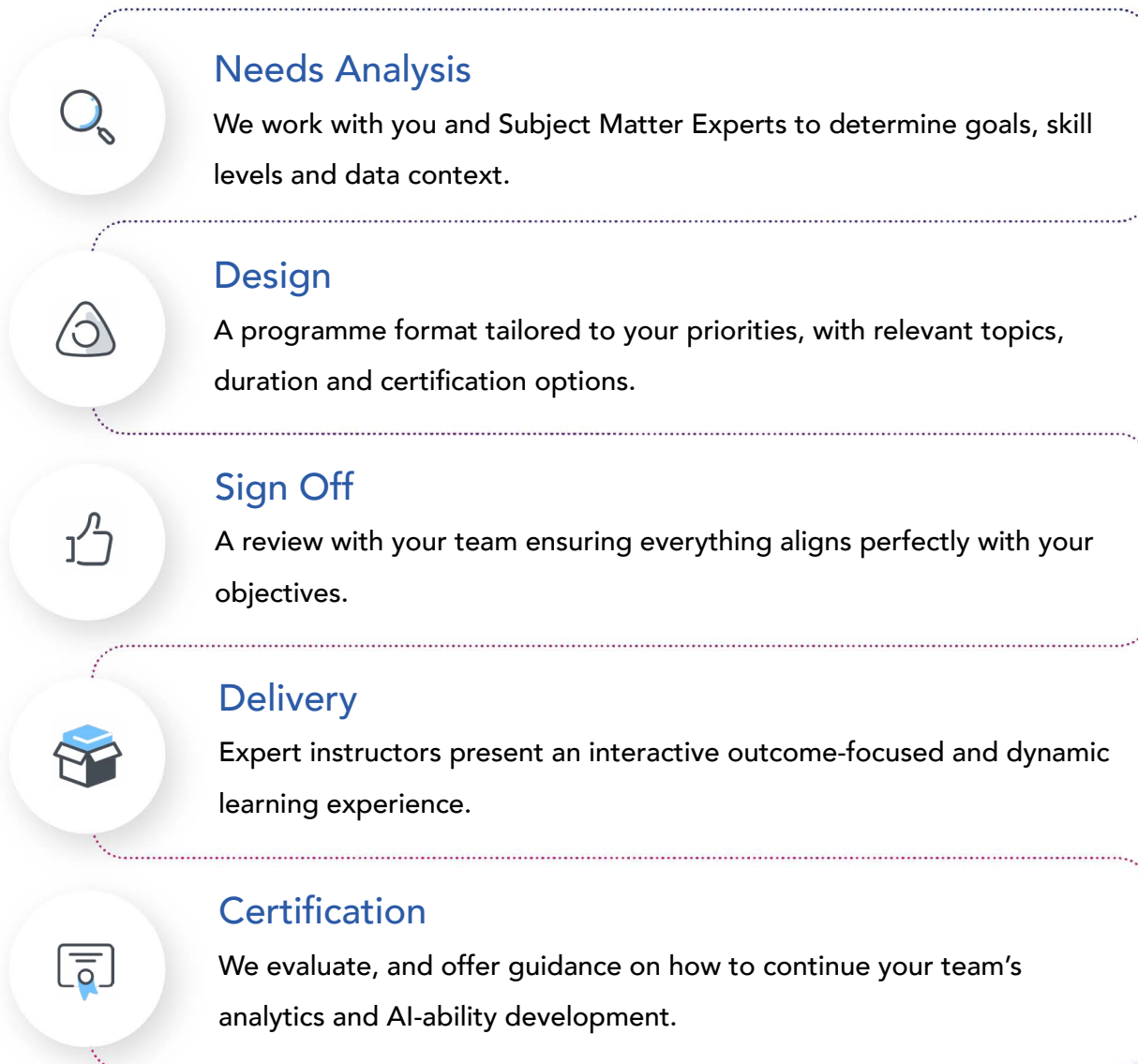


Our Customisation Process

Scalable, Certified Training for Teams



Building a tailored analytics and AI training solution for your team.



Working in partnership with the Institute, we benefited from highly engaged and knowledgeable staff who supported us in sourcing and designing training tailored to our specific requirements, and who professionally project-managed the end-to-end delivery of the programme through to successful completion. //

Our Core Programmes

Industry-defined analytics and AI courses developed by the Analytics Institute to address priority skills across the sector. These programmes provide members with access to structured, high-quality learning that can be adapted to organisational context while maintaining consistent standards.

Data Skills Framework

A structured pathway for building data capability across your organisation

In partnership with:



The Data Skills Framework is the Analytics Institute's structured approach to developing data and analytics capability across organisations. Designed to support professionals at different stages of their data journey, the framework provides a clear, consistent pathway for building practical skills, confidence and understanding in analytics and AI.

Programme Structure

As part of our Core Programme Offering, it is structured around four progressive pathways, from Data Practitioner to Leader – typically 6-8 live sessions of approx. 3 hours each – combining technical data fluency with cognitive, communication, innovation, storytelling and leadership skills to support career growth in a data-driven world.

Four Learning Pathways

01 Data Skills for Practitioners



Suitable for: People who work with data and want to strengthen their data analysis capabilities.

Focus: Advanced Excel, Data Prep & Cleansing, charts, communicating with impact.

02 Data Skills for Professionals



Suitable for: Practitioners looking to take the next step and develop stronger insights skills.

Focus: Power BI reporting, dashboards, data modelling, advanced data visualisation, design thinking.

03 Advanced Data Skills for Professionals



Suitable for: Experienced data analysts who want to deepen their technical capability

Focus: Python, Data Processing, Applied ML & Analytics, Team leading and continuous innovation

04 Data Skills for Leaders



Suitable for: Managers and leaders who want to strengthen their ability to lead data-driven teams.

Focus: Data strategy and governance, responsible AI awareness, and embedding a data-driven culture.

Flexible Delivery

While the Data Skills Framework follows a defined structure, delivery remains flexible. Organisations can select modules that best suit their needs, adjust delivery formats, and tailor examples and use cases to reflect their own data environment.

Certification

A key feature is Analytics Institute certification. Certification provides formal recognition of skills development and learning achievement, supporting both organisational capability building and individual professional development.

Adopted by Leading Organisations



DataSMART Data Literacy Programme

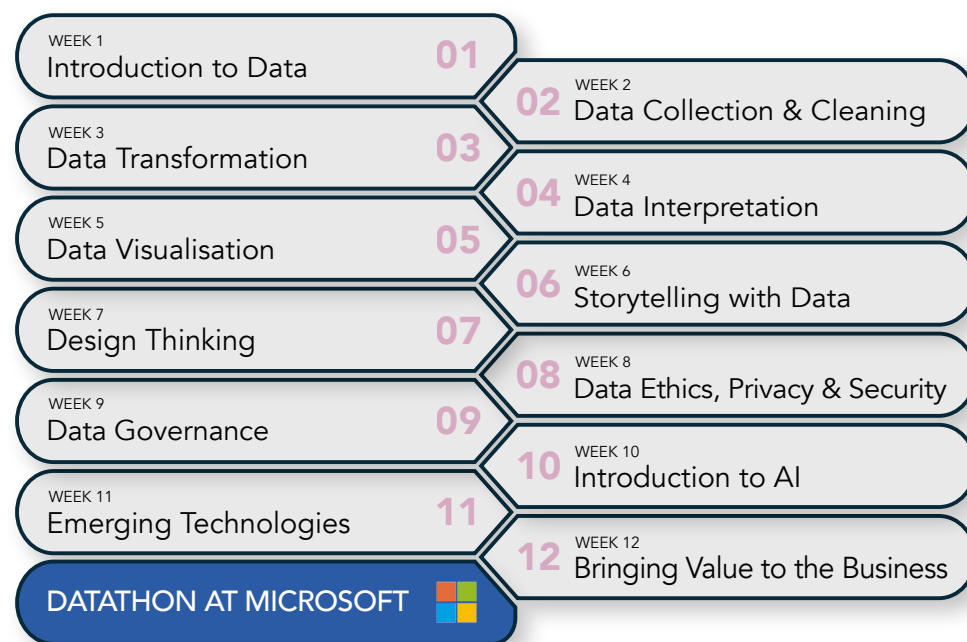
DataSMART is a 12-week, co-funded data literacy programme created for organisations to empower non-IT professionals with the mindset and skills to work confidently with data and AI.

In partnership with:



Developed collaboratively by Technology Ireland DIGITAL Skillnet, Microsoft Ireland, and The Analytics Institute, this programme enables companies to accelerate data-driven decision-making across the organisation.

The programme includes 12 self-paced modules and a Datathon event held at Microsoft HQ



Ideal for Organisations that:

- ✓ Wish to introduce or scale data literacy across functions.
- ✓ Have non-technical professionals who need to use data strategically.
- ✓ Seek cost-effective, minimally disruptive, high-impact training.
- ✓ Want to ensure consistency of skills and standards across teams.

Participants gain practical competence and confidence to:

- ✓ Grasp core data concepts and roles within data-driven ecosystems.
- ✓ Analyse and clean data, interpret trends, apply visualisation tools.
- ✓ Craft effective data narratives for diverse audiences
- ✓ Understand ethical data use, governance, privacy, and security.
- ✓ Evaluate business decisions through data and become agents of change in their teams.
- ✓ Risk categorisation under the EU AI Act and what it means for organisations.
- ✓ Human oversight requirements and accountability in AI-enabled processes.

Flexible Delivery

While DataSMART is primarily self-paced, organisations can choose timelines and ways of working, and the Datathon can be contextualised to reflect organisational environments. Cohorts can take up to 50 participants.

Certification

Successful completion of the DataSMART Programme leads to joint Analytics Institute and Microsoft certification, providing formal recognition of learning achievement and capability development.

Funding

This programme is run in Partnership with Technology Ireland Digital Skillnet therefore member organisations can access funding against the cost of the programme.

Adopted by Leading Organisations



AI Literacy Programme

Meeting EU AI Act Requirements Through Organisational AI Literacy.

The AI Literacy Programme is designed to support organisations in meeting new obligations under the EU AI Act. As regulatory requirements come into force, organisations must ensure employees have an appropriate level of AI literacy.

Addressing EU AI Act Obligations

The EU AI Act introduces requirements around AI literacy for staff involved in the use, oversight or procurement of AI systems. This programme supports organisations in responding to those requirements by building a shared understanding of AI concepts, risks and responsibilities.

Upon completion, participants will be able to:

- Understand core AI concepts and tools
- Identify AI risks and ethical issues
- Understand EU AI Act requirements
- Use AI safely and responsibly
- Evaluate AI-generated content critically
- Apply AI tools in workplace tasks
- Support responsible AI adoption in organisations
- Recognise AI opportunities and limitations

Highly Flexible Delivery

Our AI Literacy Programme is designed to be delivered to suit organisational needs and timelines.

Options include:

- Live, instructor-led sessions
- Self-paced online learning
- Mandatory e-learning modules
- Modular delivery for deeper learning

Certification and Recognition

Successful completion of the AI Literacy Programme leads to Analytics Institute certification for both the individual and the Organisation. Certification provides formal recognition of learning and supports organisational compliance and governance objectives.



The EU AI Act raises the bar for organisational responsibility with AI literacy now essential for every workforce. This programme gives teams the practical understanding needed to use AI confidently, responsibly and in-line with emerging regulation; turning compliance into a foundation for smarter innovation within your organisation.



Lorcan Malone, CEO, The Analytics Institute



AI Adoption Framework

Where to I Start with AI?

AI is already changing how organisations operate. For most, the challenge isn't whether to adopt it — it's knowing where to begin. This pathway sets out a clear, practical pathway for members who want to move forward with AI confidently, responsibly, and in a way that fits their organisation.

Why Now?

AI adoption inside organisations is already happening, whether or not it's been formally sanctioned. As the EU AI Act's obligations phase in, the gap between informal AI use and a properly managed capability becomes a compliance risk as much as a missed opportunity.

Why get the foundations right?

Our approach to AI adoption starts with three foundations, before a single tool is deployed.

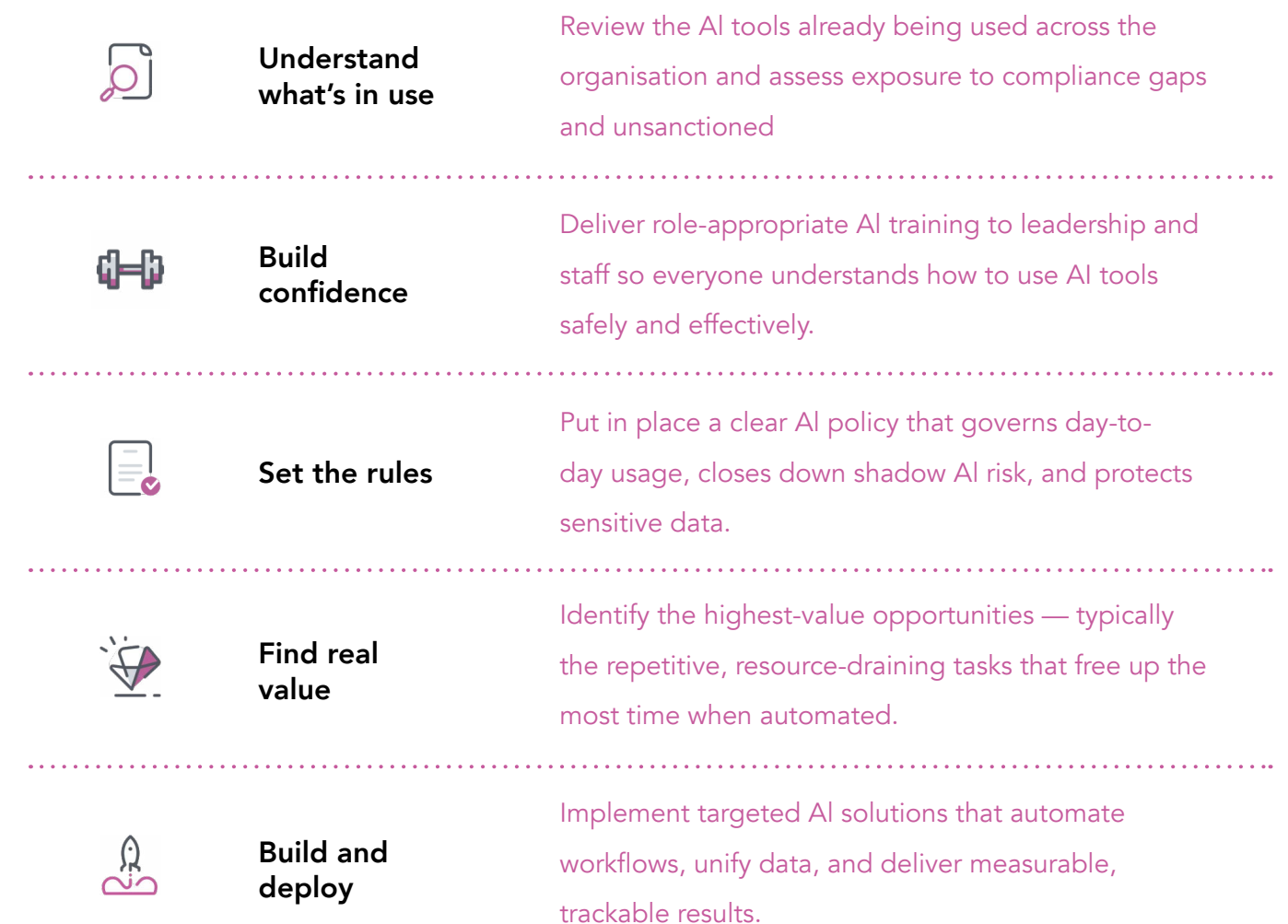


Who is this for?

- ✓ Organisations preparing for EU AI Act obligations who don't yet have a documented policy in place.
- ✓ Leaders and managers who need oversight of AI use across their teams.
- ✓ Staff who already use AI tools day to day and need governance and confidence, not just enthusiasm.

A structured pathway for adopting AI safely and strategically.

As part of our Core Programme offering, the AI Adoption Framework is a defined pathway that moves from a starting audit through to deployed solutions — combining governance, capability-building and hands-on delivery to support confident AI adoption in a data-driven world.



Not sure where your organisation stands today? Speak to our team about a readiness conversation and a tailored route through these five steps.

Short Courses & Workshops

Focused, hands-on learning for immediate impact.

Analytics Institute short course and workshops are short, practical sessions designed to address specific analytics, data and AI topics. Delivered by experienced practitioners, workshops focus on real-world application, giving participants skills and insights they can use immediately in their roles.

Each course or workshop is designed around a clearly defined topic or challenge, allowing participants to develop specific skills in a short timeframe. **Typical workshop focus areas include:**

- Data literacy and analytics fundamentals.
- Data visualisation and storytelling
- AI awareness and responsible use.
- Governance, ethics and decision-making.

Ideal for Organisations looking to build targeted capability, explore emerging topics and technologies and deepen understanding in a focused area without committing to longer programmes.



Flexible Delivery

In formats that suit organisational needs and participant availability.

- Live, instructor-led sessions.
- In-person or virtual delivery.
- Digital Delivery e-learning solution.
- Standalone sessions or part of a broader learning programme.



Customised to Your Needs

Ensure learning is relevant, practical & aligned with organisational priorities.

- Reflecting your context and sector needs.
- Use of your datasets and internal case studies where appropriate
- Depth and focus adjusted to suit participant experience.

AI & Literacy Workshops for Leaders

Learn critical principles in this engaging course that will empower your leaders with fundamental data leadership skills.

Ideal For:

Organizations who want managers to grasp data leadership and apply it effectively at all levels, enhancing decision-making and strategic impact.

Workshops Available:

1. Building and Utilising Data and AI Strategy.
2. Data Literacy and Mid-level Leadership.
3. Applying Data Leadership Principles at the Leadership Level.
4. Understanding Business Application of AI.
5. Leading a Data Literacy Program.

Data Storytelling Essentials

Master data storytelling and turn insights into action, for analysts and professionals to better communicate using narrative, visuals, and insights. Learn to engage, persuade and inspire.

Ideal For:

Professionals who work with data and need to communicate insights clearly, persuasively, and with impact—regardless of technical background.

Highlights:

- The psychology of data storytelling. Stories vs raw facts.
- Transforming data to align with stakeholder needs.
- Frameworks for maximizing data relevance and impact.
- Structuring data into compelling, coherent stories.
- Designing engaging charts to reinforce your message.
- Highlighting key takeaways effectively.

Short Courses & Workshops

Getting Started in Data Governance

Learn critical principles in this engaging full-day workshop that will empower your leaders with fundamental data leadership skills.

Ideal For:

Organizations managing data, starting Data Governance, or validating their approach while tackling obstacles in implementation effectively.

Highlights

- Introduction to Data Governance.
- Why Data Governance Matters.
- Core Components of Data Governance.
- Key Data Governance Deliverables.
- Practical Skills and Techniques.
- Implementing Data Governance.
- Communication and Influence.

Data Visualisation Essentials

An inspiring half-day introduction to this popular multi-disciplinary field, leaves participants informed and motivated to apply new skills to meet the needs of your organisation.

Ideal For:

Anyone who needs to present data in a clear, impactful, visually engaging way—turning complex data into intuitive visuals that drive understanding and action.

Highlights:

- Learn Key Principles of Data Visualisation.
- Appreciating the process of creating visualisations to organise thinking.
- Uncover different visualisation examples and learn how to make effective design choices.
- Discover a wide variety of charting methods.
- Determine relevant data - and relevant analysis - to share with your audience

Data Owner & Steward Training

Equips participants with the knowledge and skills needed to effectively fulfil these vital roles within your organisation. Learn key processes for managing data and develop skills for implementing data quality measures.

Ideal For:

New or current Data Owners/Stewards or anyone involved in implementing or improving data governance practices.

Highlights

- Data governance fundamentals and frameworks.
- Roles and responsibilities of Data Owners and Data Stewards.
- Data quality management principles and practices.
- Practical tools and techniques for data stewardship.
- Implementing data policies and standards.
- Creating and maintaining a data catalogue.

Data Cleansing in Excel

Empower yourself with the knowledge and skills to handle unclean data confidently with an engaging, transformative session to equip you to take control of your data challenges!

Ideal For:

Anyone who handles data in excel seeking fresh strategies for improving data quality and workflow.

Highlights:

- Identifying and categorising common challenges in data quality.
- Learning a structured approach to effective data governance and quality control.
- Exploring how errors affect decision-making and outcomes.
- Mastering the process of cleaning names and addresses with precision.

Short Courses & Workshops

Power BI

Our Power BI short courses are hands-on, expert-led sessions designed to quickly build your team's capability in analysing, visualising and communicating data using Power BI, one of the most widely used business intelligence tools in organisations today.

Ideal For:

Organisations looking to strengthen their reporting, dashboarding and data insight capabilities using Power BI, to enable teams to make better data-driven decisions.

Highlights

- Connecting to and preparing data in Power BI.
- Building effective reports and interactive dashboards.
- Data modelling fundamentals in Power BI.
- Visual best practices and data storytelling.
- Sharing, publishing and collaborating using Power BI.
- Applying Power BI features to real-world business scenarios.

Introduction to AI

Explore AI and machine learning fundamentals, practical applications, ethical considerations, and strategies to leverage AI for business innovation, smarter decision-making, and sustainable growth.

Ideal For:

Teams who want to gain a clear, practical understanding of artificial intelligence—without needing a technical background.

Highlights:

- Data Management and the importance of data quality.
- Data Ethics and implications of AI such as bias.
- Learn about the AI technologies, platforms, and tools available.
- Understanding the regulatory landscape.
- AI Strategy and Management for executives.
- How AI is transforming work.
- AI in Optimising business processes.

Copilot

Our Microsoft Copilot short courses are hands-on, expert-led sessions designed to help teams use Copilot effectively and responsibly, in line with organisational AI policies and Microsoft best practices, to improve productivity across everyday work.

Ideal For:

Organisations looking to support the safe, effective adoption of Microsoft Copilot across teams, to enable employees to use Copilot confidently within their existing Microsoft 365 environment.

Highlights:

- Introduction to Microsoft Copilot and getting started.
- Prompting fundamentals for effective Copilot use.
- Using Copilot across Word, Excel, PowerPoint, Outlook and Teams.
- Copilot as a co-thinker for planning, analysis and ideation.
- Safe, responsible and policy-aligned use of Copilot.
- Practical exercises using organisational examples.

Prompt Engineering

Our Prompt Engineering short courses are hands-on, expert-led sessions to help teams work more effectively with generative AI tools by crafting clear, structured and purposeful prompts that improve productivity, insight and output quality.

Ideal For:

Organisations and teams looking to accelerate personal and team productivity using AI, to build confidence in applying generative AI tools effectively across everyday business tasks.

Highlights:

- How AI understands language and the importance of context.
- Directive versus exploratory prompting techniques.
- Crafting clear, structured and effective prompts.
- Iteration and refinement for improved AI outputs.
- Using prompt engineering for content, analysis and research.
- Applying prompts to real-world business use cases.

Global Chapter Partnership Programme



The Analytics Institute partners with established training and membership organisations to operate Analytics Institute Chapters in their region.

Operating under the Analytics Institute brand, Chapter Partners are licensed to deliver our membership and professional development model locally, aligned with global standards and governance.

Through this partnership, Chapter organisations may:

- Operate the Analytics Institute membership model in their region.
- Deliver training and certification programmes under licence.
- Participate in and contribute to the Analytics & AI Awards.
- Engage in the Analytics Summit and global community activities.

- Develop regional programmes, events, and initiatives aligned with the Institute's mission.

This model enables partners to leverage an international brand while maintaining local relevance and strengthening analytics capability and professional standards.

Who This Is For:

Organisations already leading analytics capability development in their region:

- Training and professional education providers in analytics, data, or AI.
- Membership or professional bodies serving analytics or technology communities.
- Industry associations or networks with strong local reach.
- Organisations with national presence and capacity to operate at scale.

Support Provided to Chapter Partners:

The Analytics Institute supports Chapter Partners to launch and grow national operations while maintaining global consistency and quality.

Chapter Partners receive:

Training & Programme Support:

- Access to training and certification programmes.
- Instructor materials and delivery guidance.
- Ongoing curriculum updates.

Marketing & Brand Support:

- Use of brand and visual identity (within guidelines).
- Co-branded marketing assets and campaign support.
- Inclusion in global communications and directories.

Business Development & Growth Support:

- Membership model and go-to-market guidance
- Support for pricing and packaging
- Best-practice sharing across Chapters

Events & Community:

- Participation in global awards and summit
- Support for regional events
- Collaboration opportunities

Governance & Guidance:

- Operating standards and quality assurance
- Regular strategic engagement
- Access to insights and partner resources.



As a member pharma company, we have genuinely valued working with the Institute on our capability-building journey. The team's support, flexibility, and commitment were exceptional — taking the time to understand our needs, thoughtfully sourcing and shaping the right mix of training, and then expertly managing delivery end-to-end to ensure a truly impactful experience for our teams. //

Training Team:

Call: +353 (0) 87 3490824

Here you will find out more about our courses, schedules and how to register.

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Let's Build Your Data-Capable Workforce.

Partner with the Analytics Institute to develop your team's data skills, improve decision-making, and strengthen your organisation's competitive edge. Contact us today to discuss how we can help with your training needs.



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