

Turn Trends into Actions & Forecasts

Turning Trends into Actions & Forecasts

Imagine the following scenario: it's late one Thursday evening and while analysing some data, you identify a trend showing an increase in crime/waiting times etc.

You pass this onto your manager who wants more information including an action plan and a forecast of what you think will occur in the future.

Would you know where to start?

2 day course to give you experience in turning Trends into Actions & Forecasts

Our 2 day course will help you:

- Identify what data to collect to help you spot emerging trends
- Devise an action plan to deal with trends
- Forecast trends that are likely to occur in the future
- Understand how to analyse your data effectively to achieve the results you're looking for
- Stop debates on 'what the data means' in senior management meetings

Course Structure

Small groups (6- 12 people) & skilled instructors

Presentations and group discussion

Hands - on experience in analysing your own data

All training given on Excel

No previous statistical experience is required, but you should be familiar with performing calculations and producing charts in Excel.

Day One: Statistical Concepts

Day one provides you with an introduction to statistics and analysis. Using a mixture of discussion and exercises, we will break each concept down into an 'easy to understand' explanation. You will be shown how the calculations can be performed just by using Excel.

We will be covering:

- The mean, mode and median – which should you use and when.
- What does 'variance' mean and why is it important?
- What is the difference between 'absolute' and 'conditional' probability?
- Why should you be aware of risk?
- The importance of the normal and binomial distributions.
- What does 'correlation' mean and why cause & effect does not exist

By the end of Day One, you will have a firm grasp of all these concepts and know how to summarise your data using tables and charts. You will know how to use your data to make decisions or to identify trends which we will explore in greater detail on Day Two.

Call us on 01225 489 033 for more information
Or email us on nigel@marriott-stats.com

Day Two: Identifying and Forecasting Trends in Data

In day two, you will find out how to compare recent data with historical data to identify trends and any changes in trends. We will then show you how to use this information to help senior managers make decisions and create an action plan to move forward.

We will be covering:

- What is a trend?
- Summarising trends and seasonality with charts & tables
- How to use 'smoothing methods' to identify the underlying trend
- How to provide a trend exists by using statistical tests
- Use control charts to identify changes in trends
- How to extrapolate trends into a forecast

Testimonials from our clients.

The practical examples using cards and dice will stick in the memory. It also added the fun to what could be a boring subject", *Brian Newton, Print-Creative*

"It doesn't get bogged down in mathematical formulae but instead concentrates on teaching you when to use a particular method or test", *Kim Elliott, Research Officer, Worcestershire County Council*

"Very impressed by Nigel's energy and relaxed style of presentation", *Paul Lewis, ICON Business Solutions*

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About your Tutor

Nigel Marriott is a Chartered Statistician who is highly experienced in explaining statistics and analysis in a non-technical way. Many people that Nigel has worked with over the years have commented on this and have been particularly impressed by his ability to adapt the training to needs of their organisation.

Nigel has worked across the board with organisations in the public, private & charitable sectors. In the public sector, his clients include local authorities, government departments, police authorities, hospitals and fire services. In the private sector, Nigel's clients come from an enormous range of sectors including manufacturing, banking, insurance, IT, commodity, property, market research, consumer products, taxation, science, utilities and many more. His charitable clients come from the educational and disability sectors. He has developed a high level of strategic and operational awareness and has the experience to see how one part fits into the bigger picture. As such, in addition to running training courses for individuals he is also able to provide bespoke in-house training that meet the needs of differing organisations.

The people who will benefit the most from Nigel's training and consulting services are those whose job requires them to collect, measure, analyse, interpret and present data to managers and directors, who then use the results to make decisions about the present or to plan for the future. Roles such as these can be found in many divisions of an organisation, whether it be an office role in procurement, finance, HR, research or quality control. They may also be found in a customer-facing role such as service delivery, communications or market research. This means that Nigel is able to communicate with a wide variety of audiences with a range of abilities from directors to professional workers and office staff.

Location & Costs

Course Location and accommodation:

The course will be held at Hunstrete House, Nr Bath. Easily accessible by car, train and coach Hunstrete House provides accommodation for just £100+VAT per night per person. Price includes bed and breakfast and evening meal.

Costs of course

The cost of the course is £695+VAT per person which includes an early bird discount. All prices will increase on 1.1.10. Lunch & refreshments are Included in the price of the course. You are also welcome to bring your own laptop with MS Excel installed. If you do not have a laptop (or you do not have MS Excel), we can hire a laptop for you at a cost of £50+VAT per day.

Additional Support

You would also earn a £50+VAT credit per day on each place booked. This can be redeemed through discounts on future open or in-house courses (T&C apply). You can also redeem credits to book consulting time from Nigel Marriott either over the phone or face to face (T&C apply).

Other courses & in-house options

As well as this course we also provide a number of other courses including "An introduction to Statistical Thinking" and "Turning Data from your surveys and trials into insights." We are also happy to tailor - make a course that meets your requirements in-house. Please contact us for more details.

How to book & Dates

Wednesday 27th & Thursday 28th January 2010

Monday 22nd & Tuesday 23rd March 2010

Wednesday 19th & Thursday 20th May 2010

To book, please complete the form below and return it to us at: Nigel Marriott, MSC Training, Ground Floor, 21 Marlborough Buildings, Bath, BA1 2LY or email: training@marriott-stats.com. You can also return the form by fax to **0870 622 1969**.

Course Title		Course Date(s)	
Name of Your Organisation			
Name of contact person		Phone number	
Address		Postcode	
Email		Website	
How did you hear about this course?			

Delegate Details:

Name:	* Dietary Requirements	** Accommodation?	*** Laptop Required?

* Lunch & refreshments are included in the price of the course. Please state any dietary requirements so that we can inform the venue.

** Hunstrete House offer dinner/room/breakfast all in for £100+VAT per night per person. If you would like to take advantage of this package, please indicate how many nights you would like to stay and the cost will be added to the course fee.

*** You are welcome to bring your own laptop with MS Excel installed. If you do not have a laptop (or do not have MS Excel), MSC Training can hire a laptop for you at £50+VAT per day. The cost of this is not included in the standard course fee. If you state above that a laptop is required, you are agreeing to pay for the cost of the laptop hire in addition to the course fee.

Payment Details: The cost per delegate is £695+VAT for the course provided your booking is received at least 1 month before the course date. If your booking is received within 1 month of the course date, the cost per delegate £795+VAT for the course. These prices do NOT include the cost of hiring a laptop (£50+VAT per day) and accommodation at Hunstrete House (£100+VAT per night) as stated above. The current rate of VAT is 15%.

Payment options (please choose)	I enclose a cheque for £_____ payable to "MSC Ltd"
	Please invoice me at the above address (please note that full payment is due before the course starts otherwise your place will be cancelled)
Invoice address (if different from above):	Postcode:
Purchase order number (if applicable):	

Cancellation: If you cancel your place more than 1 month before the course, we will refund the fee (less an administration charge of £35). If you cancel your place between 1 month and 2 weeks before the course takes place a 50% refund will be given. If you cancel your place within 2 weeks of the course taking place, you are liable for the full fee and there will be no refund. If the course have been oversubscribed and the cancelled place can be filled by another participant from the waiting list a full refund (less £35 administration fee) may be given. By completing this booking form, you are accepting these cancellation terms. Cancellations will only be valid if made in writing and confirmed by Marriott Statistical Consulting. A change of delegate(s) from the same company can be made at any time for no charge.