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Aryngâ€™s Analytics Training in San Francisco takes professionals beyond Big Data software tools by Piyanka Jain

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Aryngâ€™s (A-ring) upcoming analytics training for business professionals is going to be held in San Francisco, February 22-24, 2012. This unique analytics course gives participants the recipe to go beyond the data extracted from the Big data tools, converting it into insights and information that they can use to make smarter business decision.

Big data, i.e. huge amount of structured and unstructured data flowing at a high velocity, has created storage and access challenges which cannot be handled by traditional data bases. Software tools like Pentaho, ParStream and many others with support for Hadoop, give faster and better access to data than ever before.

However, these data tools can neither answer questions that have not been asked nor can tell which business decision is better when one comes to a decision fork. To get from data to decision, one needs a structured analytics approach. This approach cannot be automated as it involves interactions between stakeholders and business issues. Fundamentally, the success lies in how well a business professional in the field, able to bridge the gap from business decision to data with appropriate interactions with stakeholders.

Even though the Big data tools have solved many of the collection, storage and access issues, the efficiency of coming to a decision based on data is still far from optimal because of the lack of formal training in analytics. To address this inefficiency, Aryng has developed an analytics course covering a structured analytics framework. This framework enables quick identification of the right business question behind a decision fork, laying out hypothesis, pulling relevant data from Big data tools, deriving insights using appropriate techniques and using the insights for effective decision making. In essence, Aryngâ€™s analytics training marries technical data analysis skills with decision making soft skills in a capsule size analytics class appropriate for any professional with access to data and a need to make better decision.

Aryng has an upcoming analytics training hosted at Grand Hyatt in San Francisco, from February 22 to 24, 2012. This analytics course not only serves as a complete hands-on training for business professionals with non-technical background, but also an essential primer for any seasoned analyst or business intelligence professional with years of experience on data and tools but no formal training in analytics. It equips professionals with practical tips and gotchas to avoid pit falls and iterations.

The instructors at Aryng (www.Aryng.com) are senior analytics executives from Fortune 100 companies like PayPal, IBM, Adobe, and Capital One who have individually driven business impact of $100+mm through analytics. They have packaged the learning from their careers in this analytics class in a simple and easy to follow framework for effective decision making using data.

Business and Technical professionals, looking to give their career a boost, by making smarter decision, can sign up today for this unique analytics class covering business analytics, testing and predictive analytics. Use special discount code â€œFeb-News-CMN-10â€• for 10% OFF the full workshop price. Code expires February 10, 2012.

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Piyanka Jain, CEO of Aryng, former Head of Business Analytics at PayPal NA, is an established analytics thought leader and acclaimed keynote speaker at business and analytics conferences. For more information about Aryng, go to http://www.Aryng.com.

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