Ready for the Digital Future

July 2021

Ready for the Digital Future?
Transform your company and upskill your workforce

Digitalisation is no longer optional; it has never been as crucial as it is today. Therefore, we created this program to help you and your company fast-track your digital transformation. Learn how to set up a company-wide digital transformation program and bring tangible benefits across your organization.

Transform your strategy, processes and customer interactions
Understand key drivers of digital transformation and set up a comprehensive digital company-transforming program, suited to your vision and specific ambition level.

Increased adoption of learning tools
Get hands-on experience of the most common digital business enablers (PowerBi, Robotic Process Automation, Machine learning) and languages (SQL and Python) to drive real improvement towards an upskilled workforce.

Mindset shift
Increase your chances of success by opening yourself to find quicker, better, easier ways for more efficient decision making.

Six 4 hour modules cover topics which follow an underlying agenda of becoming data-driven and customer-mindful modern business. Each module is a building block on the path of building a digitally savvy company. By enhancing the digital fitness of the participants, this program serves as the best first step in your digitalisation kick-off process.

Who is it for?
- SMEs with basic IT knowledge and little or no in-house knowledge on digital topics, aware of the importance of data in making everyday business decisions

- Line managers or employees who make important operational decisions daily, but usually without information readily available and on time, such as decisions which impact budgets, people, manufacturing, production, shipping, etc. depending on your line of business - sales, marketing, procurement, logistics

Course structure

1. Digital transformation strategy
- Trainer: Tanja Čuraković Jakovljević

2. Data Analytics
- Trainer: Saša Kendjel

3. Understanding your data using SQL
- Trainer: Domagoj-Jure Galić

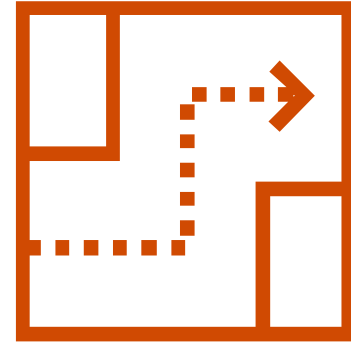**4. Robotic Process Automation**
- Trainer: Ante Striže

5. Using Python to improve your business results
- Trainer: Luka Novak

Module 1: Digital transformation strategy

1. **Case for change**

2. **What is digital transformation**

   a. Defining scope and ambition level

3. **Digital maturity assessment**

4. **Key transformational levers**

   a. Use cases and prioritisation

5. **Digital transformational program management**

   a. Governance

   b. Stakeholder management and KPIs management

   c. Innovation pipeline

Module 2: Data Analytics

1. **Key stages of the Data journey**
   a. Pre-data analysis
   b. Data wrangling
   c. Data analysis
   d. Data visualisation / storytelling
2. **Types of data analytics**
   a. Descriptive / Diagnostic / Predictive / Prescriptive / Adaptive & autonomous
3. **Data structure**
   a. Unstructured data / Semi-structured data / Structured data
4. **Data-driven decision making**
5. **Power BI workshop**
   a. Importing your data
   b. Power BI portal
   c. Natural language queries
   d. Query editor
   e. Quick insights
   f. Reports
   g. Visualization

Module 3: Understanding your data using SQL

1. **Introduction to relational databases and relational database management systems**
   a) Popular databases, similarities and differences
   b) Entities, relations and attributes
   c) Keys and normal forms
2. **Structure of a query**
   a) Select, from, where, group by, having and order by
   b) Sequence operations
3. **Advanced groupings**
   a) Functions; sum, mean, count
   b) Groupings
4. **Joins**
   a) Inner, outer (cross), left, right
5. **Creation, mutation and deletion**
   a) Tables and records
6. **Other useful functions**
   a) Functions for database administration

SQL
Stuctured Query Language

Module 4: Robotic Process Automation
What is it and how it can help you

1. How to identify which processes you can automate?

2. What is the business impact?

3. Setting up project team and environment

4. Applications of RPA

5. Development of the bot

6. Bot testing

7. What can be automated

8. Multiple use-cases

Module 5: Using Python to improve your business results

1. **Data discovery and acquisition**
   a. Web scraping, APIs
2. **Data storage and Python interfaces**
3. **Data cleaning and manipulations**
   a. Possibility to join multiple datasets
   b. Record linkage
4. **Visualization**
   a. BI through plotly dash or simple plots
5. **Advanced analytics and ML**
   a. Record linkage
   b. Sales Targeting Application
   c. Recommender systems
   d. Demand forecasting

Logistical details

Dates:

Module 1: Digital transformation strategy - 1 July 2021 (9am-1pm)

Module 2: Data analytics - 6 July 2021 (9am- 3pm)

Module 3: Maximizing your data with SQL - 8 July 2021 (9am-1pm)

Module 4: Robotic Process Automation - 13 July 2021 (9am-1pm)

Module 5: Predictive analytics - 15 July 2021 (9am-1pm)

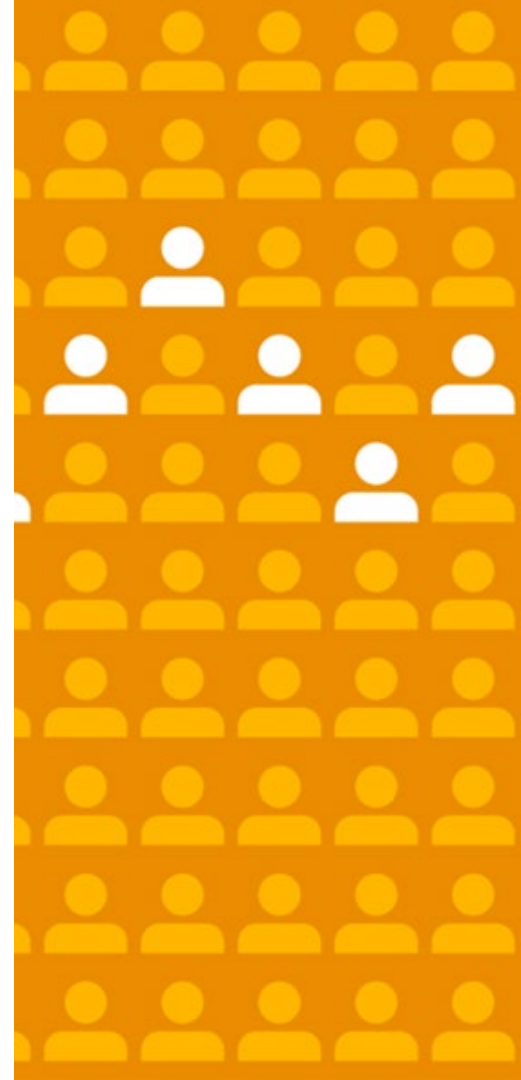**Delivery method:** Virtual instructor-led training

Delivery language: English

Pricing:

Full program price: 1000 EUR + VAT

Early bird by 15 June 2021: 800 EUR + VAT

Single module price: 300 EUR + VAT (no early bird option)

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