



Data Alchemy

Transforming Big Data into
Actionable Insights

1 Days Training

COURSE OVERVIEW

Empowers you to transform raw data into actionable insights. Learn tidy data principles, master SQL basics, and explore table normalization techniques. Through hands-on practice with real-world datasets, you'll develop the skills to clean, query, and analyze data for informed decision-making.

COURSE OBJECTIVE

- Master tidy data principles and SQL basics
- Apply table normalization/denormalization techniques
- Use SQL to clean, query, and transform data for decision-making

RECOMMENDED FOR

This course is ideal for those who possess a solid intermediate proficiency in Excel.



COURSE HIGHLIGHTS



Organize and clean datasets efficiently.



Query and transform data with SQL.



Optimize data structure for analysis.



Practical experience with real-world datasets.



Course Outline

1

Tidy Data Principles

Learn the importance of tidy data in analysis, focusing on organizing variables, observations, and values. Gain practical techniques to clean and structure messy datasets for easier manipulation and visualization.

2

Normalization vs. Denormalization

Understand the differences between normalized and denormalized data tables, including their pros and cons. Discover real-world applications to determine when each structure is most effective.

3

SQL Basics for Data Analytics

Get introduced to SQL and its role in data analysis. Learn essential commands like SELECT, WHERE, and JOIN to query, aggregate, and analyze data from multiple tables.

4

Hands-On Workshop: Tidying and Querying Big Data with BigQuery SQL

Apply your skills in a practical workshop using BigQuery SQL. Work with a large dataset to tidy, query, and transform data, extracting actionable insights for real-world scenarios.

Trainers Profile

Mazlita Mat Hassan Director / Lead Trainer, MatrixC Academy



Mazlita Mat Hassan, known as "MEM," is an accomplished IT corporate trainer and data science expert with a BSc in Computer Science from University College London. With over a decade of experience, she has trained more than 10,000 professionals across Southeast Asia, specializing in Microsoft Office, Google Apps, and Tableau.

As the CEO of RECQA, she drives DeLIMA 2.0, Malaysia's National Digital Learning Platform, and leads MatrixC Academy's Change Management training with Google Tools. Globally recognized, she is the SEA & Pacific Leader for UNCTAD's "e-trade for women" initiative and received the 2023 Women in STEM award from Business and Professional Woman Malaysia for her contribution in co-developing DeLIMA 2.0 with MOE and Google Malaysia.

Ikmal Nordin Data & AI Lead, Matrix Connexion



A distinguished data analytics trainer, data scientist, and AI specialist with deep expertise in data science, AI, and economic analysis. Renowned for architecting cutting-edge data solutions, he translates complex concepts into practical, high-impact training for both corporate teams and individuals.

Ikmal has successfully trained and consulted for leading companies like Proton, Star Media Group, and BE International, empowering professionals across industries to harness the power of big data and AI for significant productivity gains and career advancement.

