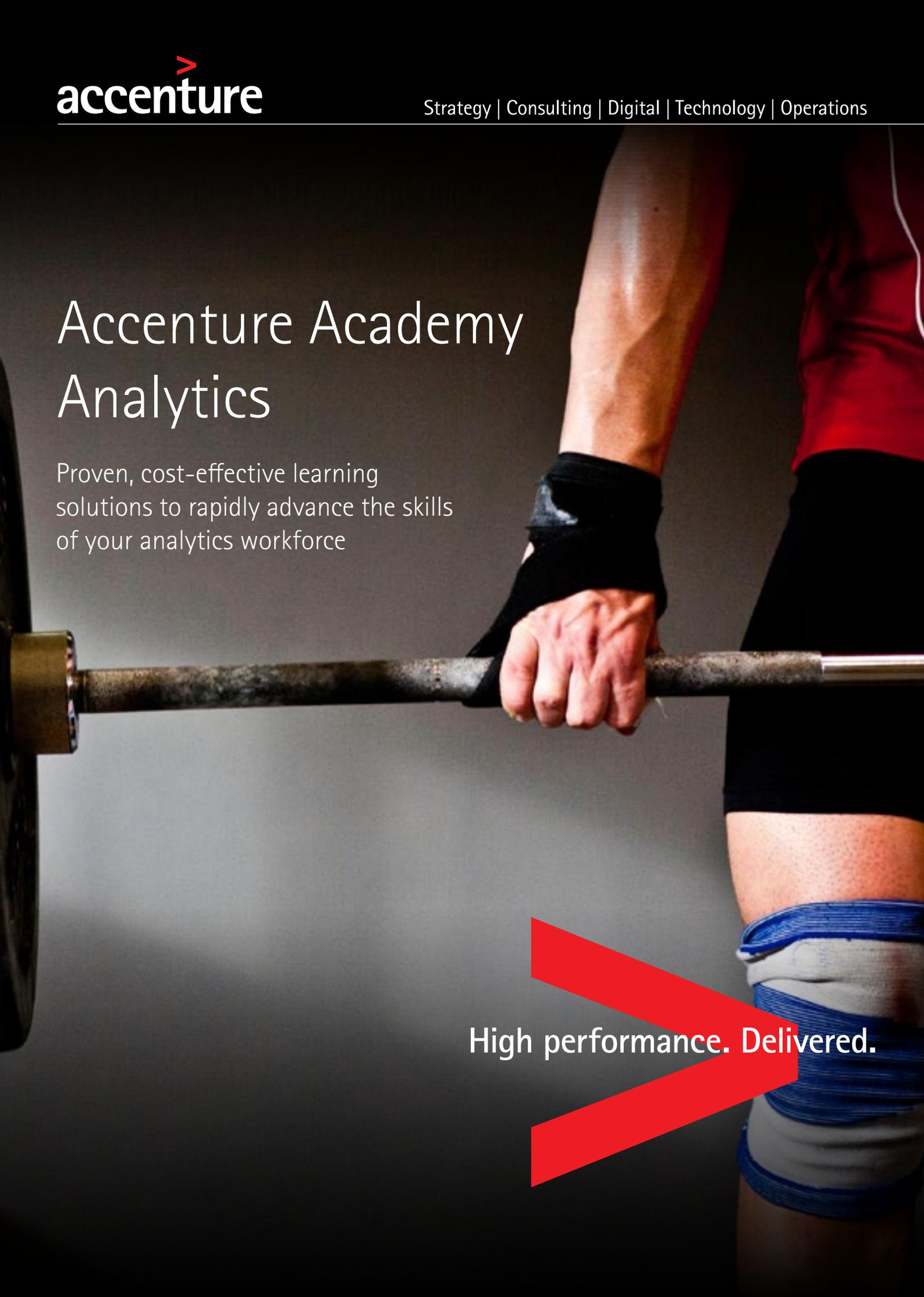# Accenture Academy Analytics

Proven, cost-effective learning solutions to rapidly advance the skills of your analytics workforce

High performance. Delivered.

In a rapidly changing business environment, organizations are increasingly investing in analytics and business intelligence to deliver insights and help them strive for a new and lasting competitive advantage.

To assist companies in increasing and leveraging their capabilities, the Accenture Academy analytics and business-intelligence curriculum covers areas such as data mining, analytical modeling and the performance-management uses of analytics and business intelligence.

Accenture Academy meets the needs of organizations for broader and more integrated employee skillsets by offering an extensive, proven analytics curriculum. We integrate that curriculum with a variety of specialty and business-management skills in areas such as process excellence, project management, risk management and leadership.

As a worldwide leader in innovative and effective learning solutions, Accenture Academy provides a blended, interactive and highly engaging learning environment. Our courses are designed to help organizations achieve measurable business outcomes, and our learning professionals work with clients to keep learning plans aligned with changing strategies and business goals.

An extensive skills curriculum

Accenture Academy provides an analytics curriculum that is based on up-to-date functional competency models and job frameworks. At the same time, Accenture Academy solutions are tailored to the specific needs of your organization, your people and your strategic goals. That means assessing your current skills inventory, analysing the gap between where your people are and where they need to be from a training perspective, and then matching customized learning plans to those needs.

Analytics Certification Support

Accenture Academy is part of INFORMS' Continuing Education Program. Our analytics courses are instrumental in helping certified professionals accrue Professional Development Units to maintain certification.

The Accenture Academy curriculum covers the following analytics areas:

- **Analytics Fundamentals:** Understanding data-analysis techniques and best practices based on a range of forecasting methods; learning about trends in analytics capabilities, including the Internet of Things (IoT) and Visual Business Intelligence (VBI).

- **Analytics Methodologies:** Using business analytics to realize value via structured, data-driven decision making; understanding the basic business-analytics processes that are crucial to decision-making

The Accenture Academy curriculum covers the following analytics areas:
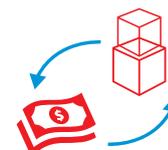

Analytics Fundamentals

Analytics Methodology

Customer & Sales Applications

Finance & Supply–Chain Applications

Analytics Management

stakeholders and how the proliferation of powerful tools for managing and interrogating data – combined with the expansion of raw computing power - has ushered in an age of competitive business-value creation through in-depth data analysis.

- **Customer & Sales Applications:** Improving customer loyalty and optimizing customer relationships; leveraging customer relationship-management (CRM) information to deliver the best possible experience to customers, and understanding key customer metrics and how to leverage that data in decision making.

- **Finance & Supply-Chain Applications:** Determining the best approach to increasing top-line sales; learning how to recognize the fundamental drivers of revenue and leverage those drivers to improve company results; understanding how to apply regression models in revenue analysis to optimize capital budgeting.

- **Analytics Management:** Understanding how to structure and sustain analytics capabilities across the organization; learning how to manage analytics projects from requirements gathering through to design, build and test; discovering how to identify and implement organizational improvements to deliver better-quality analytics capabilities; understanding how to drive improvement through removal of non value-added activities to create a more efficient workflow.

Established track record – measurable results

Our Accenture Academy clients in analytics are realizing significant benefits in enhancing skills development, engaging top talent and improving organizational performance:

A global Products company partnered with Accenture Academy to develop a comprehensive learning program for its analytics and data-management practitioners. The three-year program leverages more than 200 individual learning assets for analytics and big data to develop learning plans across a range of analytics-delivery and business functions. The program enables the company to increase the skills and capabilities of its workforce, which is a central plank of its commitment to exploiting analytics for competitive advantage.

A global Retail company recognized the need to implement a comprehensive learning solution to support its finance organization. By selecting Accenture Academy as its learning software-as-a-service (SaaS) platform, the company was able to quickly implement a learning program to support employees across the US and India in the development of finance, analytics and leadership skills. The breadth and quality of Accenture Academy's digital-training assets has enabled the client to effectively meet its learning requirements across a broad set of skills and functions within the organization. Two years after first partnering together, the client continues to expand its collaboration with Accenture Academy by adding employees from additional locations and developing plans to deploy the solution as a finance-wide program.

The Accenture difference

Distinctive analytics services
As one of the world's leading providers of analytics consulting, technology and outsourcing services, Accenture helps its clients architect, build and operate high performance analytics organizations.

A leader in enterprise learning
Accenture is an acknowledged innovator in enterprise learning and has business, industry, training and technology skills that are unmatched in the marketplace. Accenture Academy delivers analytics content that is tightly aligned to competency models and job frameworks, so that learning programs meet real and relevant performance needs. Our "cross-training" methodology means that multiple learning experiences in relevant areas build upon and reinforce each other. Our engaging analytics curriculum is continuously refreshed with new content and is available on demand 24/7 — offering flexible access to learning for our clients around the world. With broad consulting, outsourcing and technology experience, Accenture can help your organization drive measurable improvements in the performance of your analytics workforce — increasing the value it delivers to your entire organization.

Learn more

For more information about Accenture Academy— and about how Accenture can help your organization drive toward high performance through differentiated, skilled analytics talent—please visit: www.accentureacademy.com.