



Pellam Institute

Data Analytics for Managers

Programme brochure 2027 · Part-time certificate

12 weeks

Online and on campus

Next intake: 11 January 2027

WHY THIS PROGRAMME

Decide with numbers, without becoming an analyst

Managers are handed more dashboards every year and trust them less. This programme teaches you to ask the question first, read the data that answers it, and explain the answer to people who were not in the room.

You work on your own team's questions from the first week. Every module ends with a short piece of work you can use on Monday: a one-page brief, a chart that replaces a slide, a forecast with an honest range.

12

weeks, about 6 hours a week

6

modules, one every two weeks

1

capstone project on your own data

Classes run in small groups of 24 at most. Live sessions are recorded, so a busy week never means a missed module.

WHO IT IS FOR

Team leads, heads of department, founders

You will fit right in if you

- Lead a team or a budget and present results to others
- Receive reports you would like to challenge
- Can use a spreadsheet: sums, filters, a simple chart

By the end you will be able to

- Turn a vague request into a question with a decision attached
- Spot a misleading chart or a biased sample in minutes
- Brief an analyst and review their work with confidence
- Present a forecast with its uncertainty, in plain words

No coding, no statistics degree. Exercises use spreadsheets; an optional track shows the same steps in SQL for those who want to go further.

Six modules, two weeks each

1

WEEKS 1-2

Questions before numbers

Turn a business worry into a question data can answer, and decide what a good answer would change.

2

WEEKS 3-4

Reading a dataset

Rows, columns, missing values and the traps of averages. Spreadsheets first, no code required.

3

WEEKS 5-6

Charts that decide

Choose the chart for the decision, not for the data. Remove what does not help the reader.

4

WEEKS 7-8

Experiments and causes

A/B tests, before and after, and why a correlation is not a plan.

Then a project on your own data

5

WEEKS 9-10

Forecasts you can defend

Simple models, honest ranges, and how to explain uncertainty to a board.

6

WEEKS 11-12

Leading an analytics team

Hiring, briefing and reviewing analysts. Data quality as a management habit.

A typical week

When	What
Monday	Short video lessons, 60 to 90 minutes, at your pace
Wednesday	Live workshop, 18:30 to 20:00, recorded
Weekend	Exercise on your own data, feedback within 48 hours

Taught by people who still do the work

A light teal circular profile picture containing the letters 'LP' in a bold, dark teal font.

LP

Lena Park

Programme lead. Ten years running analytics for retail and travel companies. Teaches modules 1 and 6.

A light teal circular profile picture containing the letters 'TR' in a bold, dark teal font.

TR

Tom Reyes

Data visualisation consultant. Rebuilds board reports for a living, one chart at a time. Teaches module 3.

A light teal circular profile picture containing the letters 'AC' in a bold, dark teal font.

AC

Ana Costa

Statistician turned product manager. Designs experiments and forecasts for subscription businesses. Teaches modules 2, 4 and 5.

DATES AND FEES

Three intakes in 2027

INTAKE	CLASSES	APPLY BY	PLACES
January	11 Jan to 2 Apr 2027	14 Dec 2026	24
April	19 Apr to 9 Jul 2027	22 Mar 2027	24
September	13 Sep to 3 Dec 2027	16 Aug 2027	24

\$2,400

Tuition for the full programme, materials and certificate included. Pay at once, or in three monthly payments of \$800 with no extra cost.

Many employers fund the programme as professional training. We provide a quote and a training agreement on request, within two working days.

HOW TO APPLY

Four steps, about two weeks

1

Send the short form

Your role, your team, and one question you would like data to answer.

2

Talk with an advisor

Twenty minutes by video to check the programme fits your goals and your calendar.

3

Receive your offer

A place in the intake of your choice, with the quote for your employer if needed.

4

Prepare with the welcome kit

A spreadsheet refresher and a first exercise, two weeks before classes start.

Questions?

admissions@pellam.example · Advisors answer within one working day.