



Enterprise Data Specialist

Master Data to Drive Insights and Success

LEARNING PATH OVERVIEW

Unlock the full potential of data with the Enterprise Data Specialist Learning Path. This comprehensive program will equip you with essential skills in data management, storytelling, and visualization—empowering you to turn raw data into actionable insights that drive business success.

LEARNING PATH OBJECTIVE

- Master data management for effective analysis and decision-making.
- Create compelling data stories to communicate insights clearly.
- Build impactful visualizations to simplify complex information.

RECOMMENDED FOR

professionals who want to master data management, storytelling, and visualization to drive better decision-making.



COURSES



Data Management

Master essential data management techniques to organize, analyze, and present data effectively for decision-making.



Data Storytelling

Learn to transform complex data into compelling narratives that communicate insights clearly and inspire action.



Data Visualization

Create impactful visualizations and interactive dashboards to simplify complex data and deliver meaningful insights.



Course Outline

Precision in Data Management

1

Excel Fundamentals

- a. Introduction to Excel Interface
- b. Customising the Quick Access Toolbar
- c. Understanding the structure of an Excel Workbook
- d. Saving an Excel workbook
- e. Common Excel shortcut keys

2

Entering & Editing Text and Formulas

- a. Cells, columns, rows & sheets
- b. Working with Numeric Data in Excel
- c. Entering Date Values
- d. Working with Cell References
- e. Creating Basic Formulas in Excel
- f. Relative Reference vs Absolute Reference

3

Working with Basic Excel Functions

- a. The structure of Excel Function
- b. Working with SUM(), COUNT(), MIN(), MAX(), AVERAGE()
- c. Using the AutoSum command
- d. Using the AutoFill Command to Copy Formulas



Course Outline

Precision in Data Management

4

Modifying an Excel Worksheet

- a. Moving and copying data in Excel Worksheet
- b. Inserting & Deleting rows & columns
- c. Hiding & Unhiding rows and columns
- d. Renaming & deleting an Excel worksheet
- e. Moving and copying an Excel worksheet

5

Formatting data in Excel Worksheet

- a. Working with Font Formatting
- b. Changing the background of cell color
- c. Adding borders to cells
- d. Number formatting
- e. Using Excel's Format Painter
- f. Merging & Centering Cells

6

Inserting Images & Shapes into Excel Worksheet

- a. Inserting Images
- b. Inserting Excel Shapes
- c. Formatting Excel Shapes
- d. Working with SmartArt

7

Printing an Excel Worksheet

- a. Viewing your document in Print Preview
- b. Changing Margins, Scaling and Orientations
- c. Working with Page Layout view
- d. Adding Header and Footer
- e. Printing a Specific Range of Cells



Course Outline

Persuasive Data Storytelling

1

Those who tell good stories, rule the world

- What is Data Storytelling?
- Examples of good storytelling
- Bad storytelling
- Examples of bad storytelling
- 3 purposes of Data Storytelling

2

Data Storytelling - 3 steps to success

This section outlines important aspects such as defining the audience, crafting impactful titles, and integrating data effectively into the story.

3

Audience: The Who

- Defining the who as the starting point
- The who determines the what & the how
- Identifying audience from a cultural perspective

4

Story: The What

- 6 most popular Data Story
- Oyster vs Pearl - Show them the pearl
- Hybrid title - how to write impactful title that drives actions

5

Story: The How

- Data is the backbone of our story
- The BET test - Bias, Enough & True and Fair View

6

Defining the one big idea

- Combining the who, the what and the how
- Storyboarding

7

Group exercise using real datasets



Course Outline

Persuasive Data Storytelling

8

Graphical Perception

- Why some visuals are better than others
- Choosing the right visual
 - What is your Data Type?
 - Different type of visual for different type of data types

9

Charts Makeover

- Data to Ink Ratio - why it's important
- Focusing on what's important

10

Color Psychology

- Psychology of colors
- Using colors purposely
- Cheat code : how to apply the best color scheme

11

Font Psychology

- Psychology of font
- Using font purposely
- Font pairing and sizing

12

Group exercise using real datasets



Course Outline

Mastering Data Visualization

1

Conditioning Formatting

Learn to apply and customize conditional formatting in Excel and Google Sheets to highlight key data points. Use color scales, data bars, and icon sets to visually enhance your data and make it more readable.

2

Basics of Descriptive Data Analytics

Understand statistical measures such as mean, median, mode, variance, and standard deviation. Use these to summarize and interpret data, identify trends, and make informed decisions.

3

Pivot Table

Master creating and using Pivot Tables to organize, summarize, and analyze large datasets. Learn to configure fields, filter and sort data, and use calculated fields for complex calculations.

4

Dashboards

Build comprehensive and interactive dashboards in Excel. Integrate various charts and tables, use slicers for dynamic filtering, and design layouts that present key metrics clearly.

5

Intro to Statistical Analysis for Data Analysis

Get introduced to basic statistical analysis, including hypothesis testing, correlation, and regression analysis. Apply these methods to analyze data, identify relationships, and make data-driven decisions.

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.