

# Data training prospectus 2021

Explore our data training  
programme today.

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# Introducing Housemark's Data Training Programme

Having access to the skills and tools to unlock data-driven insights has never been more important for social landlords. At Housemark, we know that to unlock the potential data holds for your organisation, you need the skills to delve deeper into your data and effectively share your insights.

Our courses are designed specifically for housing professionals and are delivered by Housemark in partnership with Musgrave Analytics, a specialist data analytics and visualisation company.

This prospectus outlines the courses available in 2021 to develop your skills and confidence and make the best use of your valuable data. All of the courses are based on real social housing data, and include active participation and discussion of current analytical topics and challenges.

We look forward to welcoming you to a Housemark Data Training course soon.

Unlock the potential of data across your organisation

- Designed specifically for housing professionals using housing-related data.
- Delivered by a housing expert who is passionate about what data can deliver for the sector.
- Benefit from practical, hands-on learning to gain skills and techniques you can put into action straight away.

## Courses

- Introduction to Excel
- Housing Analytics Using Excel
- Creating Reports Using Power BI Desktop
- Transforming and Modelling Data Using Power BI Desktop
- Advanced Housing Analytics Using Excel and R

## Delivery

Our data training courses will be delivered on WebEx over one or two days (see specific course information). All courses are designed for maximum participation and include presentations, group and individual exercises, and discussions. Extensive materials will be sent to participants before they attend their course.

## System requirements

Participants will need to use their own laptop, loaded with the software required for the course. This should be of a sufficient power to run the application and the video conferencing software simultaneously. Please note that Power BI requires a high-performance computer.

# Introduction to Excel (Basic and Intermediate)

This course is aimed at those with little or no previous experience of Microsoft Excel. It is split into two half days, with the first half day assuming no previous knowledge of Excel and with the second being more of an intermediate level course, assuming the knowledge covered in the first part. The courses can be booked separately or together as one complete course.

## Course content

### Basic – one half day session will cover:

- Fundamentals of Excel
- Entering and editing text and formulae
- Working with basic functions
- Modifying a worksheet
- Formatting data
- Creating basic charts
- Printing

### Intermediate – one half day session will cover:

- Working with lists (sort, filter etc.)
- Useful functions
- Data validation
- Import and export
- Pivot tables
- Powerpivot
- Working with large data sets



The course leader was very insightful...his passion for analysis made it very interesting.

### Who is this course for?

The course is aimed at staff working in social housing who require better Excel skills for general reporting and analysis. This can be people new to performance reporting, as well as anyone who is looking to get to grips with Excel in a housing context.

### Entry requirements

There is no prerequisite for the first part of the course. The intermediate course requires completion of the basic course or equivalent experience.

### 2021 dates:

- [Monday 11 and Tuesday 12 October](#)
- [Monday 29 and Tuesday 30 November](#)

### Price:

Individual courses:

£195+VAT each (Housemark members)

£255+VAT each (Non-members)

Complete course:

£375+VAT each (Housemark members)

£450+VAT each (Non-members)

# Housing Analytics Using Excel

The focus of this course is to provide a sound overview of basic analytical methods. This is a perfect introduction or refresher course to explore statistical and analytical methods. It covers the broad topics of exploratory data analysis, all with the aim of helping participants to really 'know their data' in such a way that they can build meaningful reports with relevant insight and storytelling for a variety of audiences.

## Course content

Two half-day sessions will cover:

- Types of data and analysis
- Effective graphs
- Descriptive statistics
- Identifying outliers using control charts
- Relationships between measures
- Using pivot tables and PowerPivot



This course was very informative and has shown me new ways to look at and analyse my data.

### Who is this course for?

The course is aimed at those working at all levels of reporting and analysis, whether commissioning reports, managing business intelligence teams (or equivalent), or simply carrying out analysis. There is a significant element of participation via sharing experience and challenges and would therefore suit those developing analytical strategy as well as those carrying out in-depth analysis.

### Entry requirements

The course requires an intermediate skill level in Excel, such as that covered in the intermediate syllabus of the Introduction to Excel. A good understanding of housing measures, such as those in the Sector Scorecard would also be beneficial, but not essential.

### 2021 dates:

- [Monday 20 and Tuesday 21 September](#)
- [Monday 8 and Tuesday 9 November](#)

### Price:

£375+VAT each (Housemark members)  
£450+VAT each (Non-members)

# Creating Reports Using Power BI Desktop

Microsoft Power BI has rapidly become the 'go to' tool for business intelligence teams, not least because of its widespread availability within most IT environments. This course will focus on the creation and publishing of reports. We will use real housing examples to show how to present data effectively to all levels of staff.



A well-delivered and useful course that has given me more confidence in using Power BI for the future.

## Course content

Two half-day sessions will cover:

- Overview of Power BI Desktop and workspaces
- Examples of capabilities
- Building visualisations
- Data fields and creating measures and groups
- Using filters
- Managing interactions especially drill down
- Integrating maps
- Building scorecards
- Drill throughs to individual properties, tenant etc.
- Advanced tooltips and other features
- Publishing reports and dashboards, including mobile versions

### Who is this course for?

The course is aimed at staff working at all levels of reporting and analysis who wish to understand and develop their understanding of the capabilities of Microsoft Power BI. The course will provide a basic grasp of the workflow to produce your first Power BI housing reports as well as an overview of the more advanced features.

### Entry requirements

For this workshop we assume a solid grasp of data analysis skills and a good understanding of Excel. The Housing Analytics Using Excel course will provide an excellent introduction to the type of skills needed to successfully unlock the potential of Power BI Desktop.

### 2021 dates:

- [Monday 13 and Tuesday 14 September](#)
- [Monday 1 and Tuesday 2 November](#)

### Price:

£375+VAT each (Housemark members)  
£450+VAT each (Non-members)

# Transforming and Modelling Data Using Power BI Desktop

Complementing Creating Reports Using Power BI Desktop, this course focuses on the preparation of data using the Data Query Editor and Power BI Desktop. We will use real housing examples to show how to pull together a variety of data sources and prepare them for use in data analysis and report building.



It was so refreshing to attend training sessions that used data from the housing sector.

## Course content

Two half-day sessions will cover:

- Power Query Editor
  - Loading data
  - Text, numerical and date tools
  - Merging and appending
  - Pivot and unpivot
  - Refreshing data
- Data Modelling
  - Star and snowflake schemas
  - Primary and foreign keys
  - Creating and managing relationships
  - Filter flow
- Calculated Fields Using DAX
  - Calculated columns
  - Measures
  - Filter context
  - DAX functions and syntax

### Who is this course for?

The course is aimed at staff responsible for collating data ready for analysis. These may be database specialists within the IT team or advanced data analysts.

### Entry requirements

The course requires good all-round IT skills. Database experience is not essential, as the basics will be covered in the course, but SQL expertise would make it easier to grasp some of the concepts. A good understanding of housing measures, such as those in the Sector Scorecard would also be beneficial, but not essential.

### 2021 dates:

- [Monday 4 and Tuesday 5 October](#)
- [Monday 15 and Tuesday 16 November](#)

### Price:

£375+VAT each (Housemark members)  
£450+VAT each (Non-members)

# Advanced Housing Analytics Using Excel and R

This course is for those wanting to go beyond reporting to develop predictive models and more advanced insight. We will study regression models, forecasting and significance testing. The course will be delivered primarily in Excel, with some parts covered in R Studio.



The training session was delivered in two half day sessions which meant I could continue to work prior to training and thereafter. The training was succinct, effective and digestible.

## Course content

Two half-day sessions will cover:

- Significance testing
  - Understanding statistical inference
  - Identifying significant difference between categories, e.g., housing areas
- Regression analysis
  - Correlation
  - Simple linear regression
  - Multiple regression models
  - Logistic regression
- Forecasting
  - Trends
  - Seasonality

### Who is this course for?

The course is aimed at advanced data analysts with experience of delivering robust reports. It is ideal for those who want to develop the tools to investigate further and build predictive models.

### Entry requirements

The course requires a good understanding of Excel and basic data analysis, as covered in the Housing Analytics Using Excel course. Knowledge of R Studio is not essential, but is helpful. A good understanding of housing measures, such as those in the Sector Scorecard would also be beneficial, but not essential.

### 2021 dates:

- [Monday 18 and Tuesday 19 October](#)
- [Monday 6 and Tuesday 7 December](#)

### Price:

£375+VAT each (Housemark members)  
£450+VAT each (Non-members)

# Booking information

## Payment

Payment for all training courses can be made online via debit or credit card. Invoices can also be arranged on receipt of a Purchase Order (PO). Bookings will not be confirmed until payment or a PO/PO number has been received.

## Online requirements

It is the attendee's responsibility to check that they have access to a computer/laptop and sufficient internet access to be able to access the online course and download all relevant course materials. Housemark cannot be held responsible for any technical problems attendees encounter during an online course.

## Cancellations and amendments

All cancellations or amendments to bookings must be made in writing.

For cancellations received more than 10 business days before the event, an administration charge equal to 50% of the full ticket price will be charged.

For cancellations received less than 10 business days before the event, an administration charge equal to the full ticket price per delegate will be charged.

Bookings may be transferred to other colleagues at any time.

Bookings cannot be transferred to other course dates at any time.

Housemark reserves the right to postpone or cancel training courses if required.

## Copyright and Data Protection

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For more information about the data training courses and other Housemark events, please contact [tina.reid@housemark.co.uk](mailto:tina.reid@housemark.co.uk).



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