**Utility Analytics 101 Training Proposal**

To:

From:

Re: Proposal to attend Utility Analytics 101 Training

Date:

I would like to attend *Utility Analytics 101* training offered by the [Utility Analytics Institute](http://www.utilityanalytics.com) (UAI). Our organization would benefit greatly from my attendance at this training. This training is offered each month, so I can select a date that is convenient for my schedule. UAI offers several training delivery options that help professionals improve skills from traditional public instructor-led classroom, which provides group learning experiences to fully immersive training at home or in the office via their virtual classroom offering. UAI even provides private group training, so we could train our entire team at one time.

*Utility Analytics 101* will bring together utility analytics professionals for learning, networking, and organizational transformation. This course is built to provide participants with an application-based, interactive learning experience. The goal is for the participants to immediately apply what they learn. This course will provide me with the knowledge, resources, and guidance to improve our utility analytics capabilities. It is also a viable answer to the challenge of bringing our workforce up to speed in analytics.

UAI built this course with guidance from utility analytics professionals and data science and analytics experts that are members of their Strategic Advisory Board and Executive Advisory Council. Plus, UAI has partnered with a credible, third party - [The University of Oklahoma Data Science and Analytics Institute](https://www.ou.edu/coe/dsai) (OU DSAI) – to develop and deliver a training that delivers solid ROI and will help me stay ahead of the game. Not to mention, I earn a *Certificate of Participation and Completion* and Continuing Education Units (CEUs) upon completion of the course.

The Utility Analytics 101 course outline includes three action-packed days of skills-building. I included the course outline below to provide you with a better understanding of the engaging and applicable content I will consume during this training.

## **Day 1**

**Welcome**

* Introductions
* Expectations and goals
* Overview of software used in this course
* Introduction to course use cases and data sets

**Overview to Utility Analytics**

* + Terms and relationships; analytics levels; analytics value curve
	+ The world of data
		- What is data? What is big data?
		- Databases
		- Data structure
		- Data types
	+ Analytics landscape: tools, techniques, services, resources

**Understanding SQL**

* + Fundamental concepts
	+ Select operations
	+ Performance
	+ In-class demonstration with utility-centric use case
	+ Hands-on application with utility-centric use case (virtual: on your own)

## **Day 2**

**Statistical Primer**

* + Estimates of location and variability
	+ Correlation
	+ Distributions

**Fundamentals of Data Visualization**

* + Design principles
	+ Basic visualization types (and when to use them)
	+ Maps
	+ In-class demonstration with utility-centric use case

## **Day 3**

**Data understanding and preparation with Python**

* Formatting data: tidy/rectangular
* Exploratory Data Analysis (EDA)
	+ Improving data quality and feature engineering
	+ In-class demonstration with utility-centric use case
	+ Hands-on application with utility-centric use case (virtual: on your own)

**Storytelling with Data**

* + Understanding context
	+ Storyboarding
	+ Visualization best practices
	+ In-class demonstration with utility-centric use case
	+ Hands-on application with utility-centric use case (virtual classroom: on your own)

**Next Steps and Concluding Remarks**

Two specific projects where I believe we could benefit include: 1- [add project or initiative and 2- [add project or initiative]

This training is also an excellent opportunity for me to network with industry peers and gain knowledge from sharing experiences as well as find out about their newest solutions to meet our most critical business issues. More details about the event are posted on the [UAI Training website](http://training.utilityanalytics.com).

**Here is an approximate breakdown of training costs if I take the public classroom offering:**

Airfare: $XXX

Transportation (shuttle service, ride share, or taxi): $XXX

Hotel (per night): $XXX

Meals: (lunch and dinner, breakfast and breaks included) $XXX

Training registration fee $XXX

Total: **$**XXXX

**Here is an approximate breakdown of training costs if I take the virtual classroom offering:**

Training registration fee $XXX

Total: **$**XXXX

Upon my return from the training, I’ll submit a **post-training report** that will include a summary, major take-aways, tips and suggestions to optimize our current investment in the *Utility Analytics 101* course.

Thank you for considering this request. I look forward to your reply.

Regards,

YOUR NAME