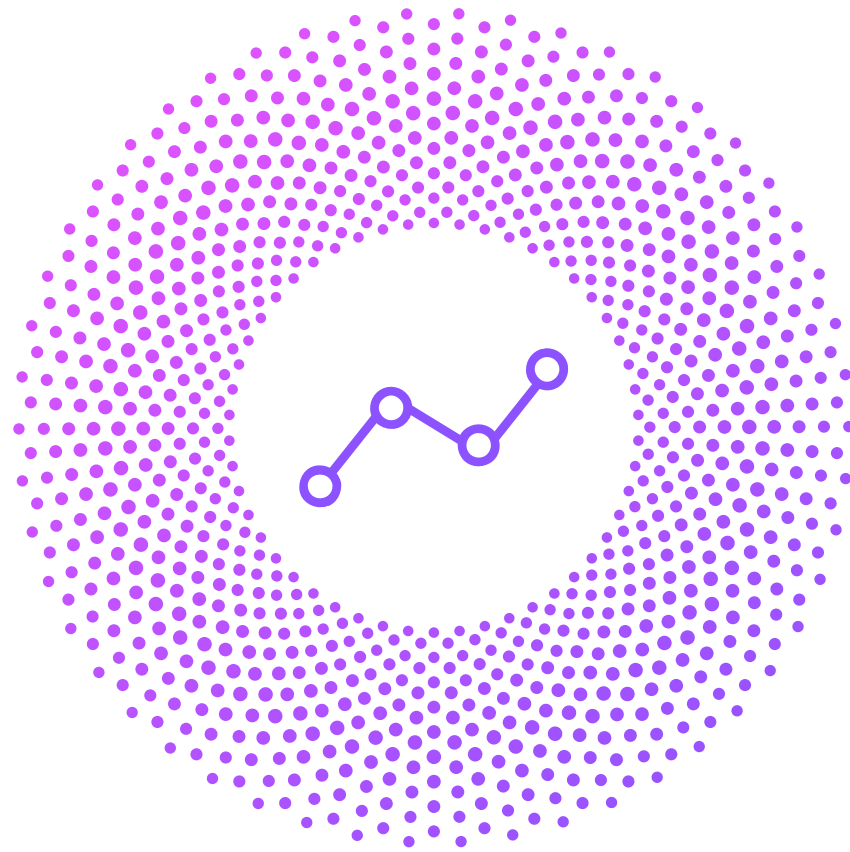


[ioaglobal.org](http://ioaglobal.org)



The Institute of Analytics

# PUTTING PEOPLE AT THE HEART OF DATA



The Global Body for Analytics

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# Why us?

As a global, not-for-profit professional body for the data analytics and scientific community, the Institute of Analytics (IoA) puts the focus on the human context within data science technology.

- Become part of a growing, global community
- World-class training adhering to the highest ethics & standards
- Free & immediate access to training in an installation-free environment
- Underline your commitment to your professional identity
- Stay ahead in our rapidly changing environment through ongoing professional development

- Affordable entry points for everyone including competitive pricing for young professionals

We understand the importance of everyone becoming data aware, offering membership options that reflect the value of professionalism and ethics.

We also recognise that not everyone can afford access to traditional learning and provide free resources to empower people worldwide.

*“Data gets its meaning from its context - where it was collected and where the findings will be used. We need robust systems, but we also need to draw on human understanding to make sense of our work”*

**-Dr Clare Walsh, IoA Director of Education**

# World-class training



1400+ hours hands-on courses for members ranging from beginner to advanced-70% of your time will be spent analysing realistic data learning skills you can apply immediately at work.



Guide your own career with custom tracks like Business Analyst with R or Data Analyst with Python, plus specialist career tool kits, and soft skills support.



No need for individual training budget requests. It's all included in the membership fee.



No Installation permissions needed. Get practicing real data analyst on your work laptop straight away.

*"In data science, Continuing Professional Development is the key to achieving salary increases and promotions" (US Bureau of Labor Statistics report 2023)*

# Take control of your career

The way we live and work is poised to fundamentally change. With the advancement in technologies, there's a pressing need for people who can oversee, guide and shape the development and use of these new tools for the benefit of society as a whole. We help everyone stay relevant and maximise the potential of these technologies.

**94%**

**The number of people who will have to upskill or reskill before 2030**

Statistics from: CBI, UK <https://www.cbi.org.uk>

**12%**

**The average increase in productivity of upskilled workers for organisations based on pre-AI enabled data**

*"When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar" — George Westerman, MIT Sloan Initiative on the Digital Economy*

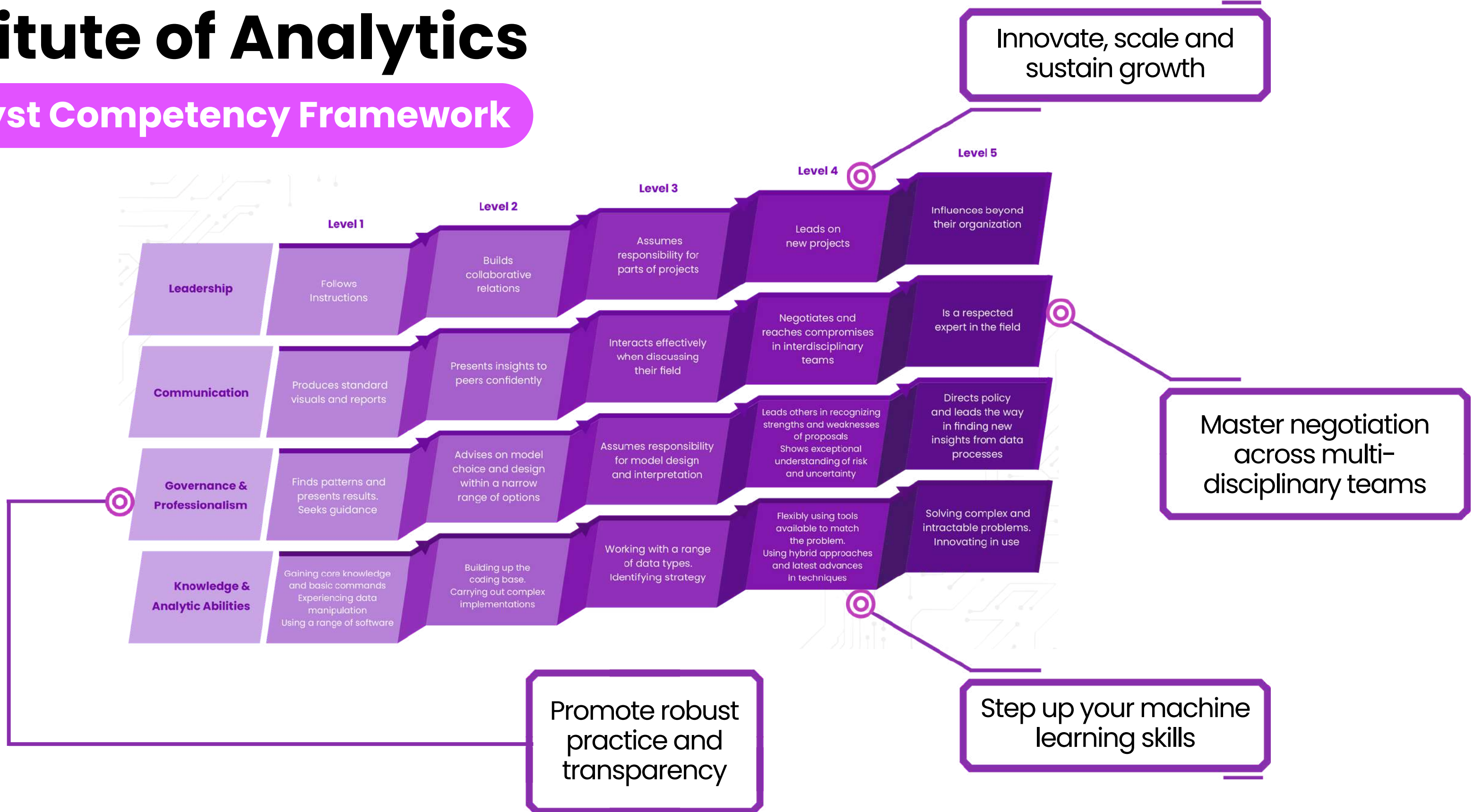
# Commitment to your professional identity

The IoA Analyst Competency Framework is designed to help you structure your career in line with industry expectations & future developments. We'll help you establish where you are now, where you want to get to and where to go for help to achieve this.



# Institute of Analytics

## Analyst Competency Framework



# Find the right membership for you

Whether you're interested in understanding the basics of data analytics, you're just starting out in the profession or you're an experienced professional, there's an IoA Membership designed for you at an affordable price.



**Career Changers & Data Enthusiasts** - if you have an interest in data and analytics or want to retrain but don't know where to start, consider **Affiliate Membership**. Find out more →



**Career Developers** - graduates with an analytics or data science degree, or those with several years' relevant work experience wanting to upskill, **Associate Membership** is for you. Find out more →



**Career Professionals & Navigators** - established data professionals with minimum 5 years of relevant work experience or a combination of experience and education should consider **Full Membership**. Find out more →



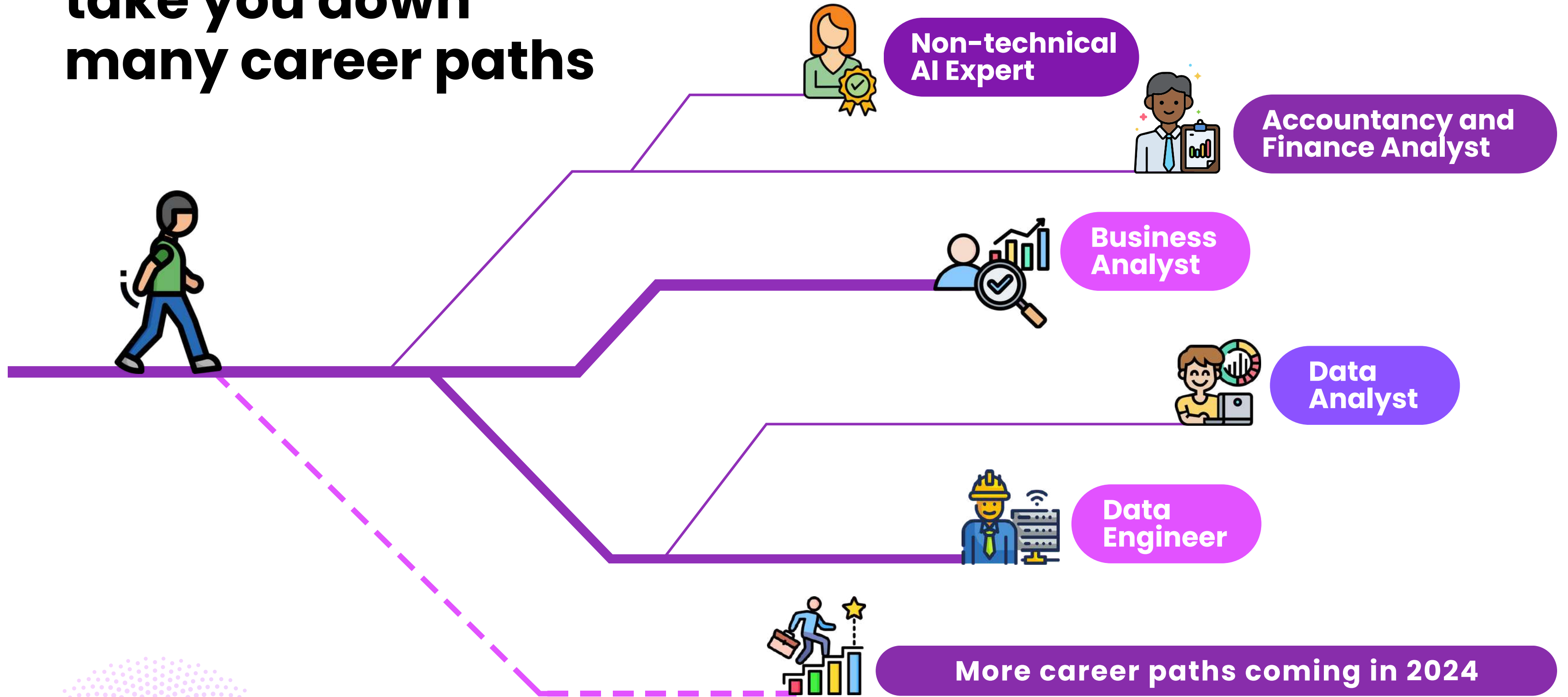
**Career Starters** - for students beginning their career in data and studying a relevant degree course, we suggest **Student Membership**. Find out more →



**Fellow Membership** For those who have made an evident contribution to the field of analytics through achievements such as innovation, research, thought leadership. Find out more →



# Membership can take you down many career paths





# What our members say

*"The IoA Membership has provided me with access to great resources to learn and improve my skills, including their webinars"*



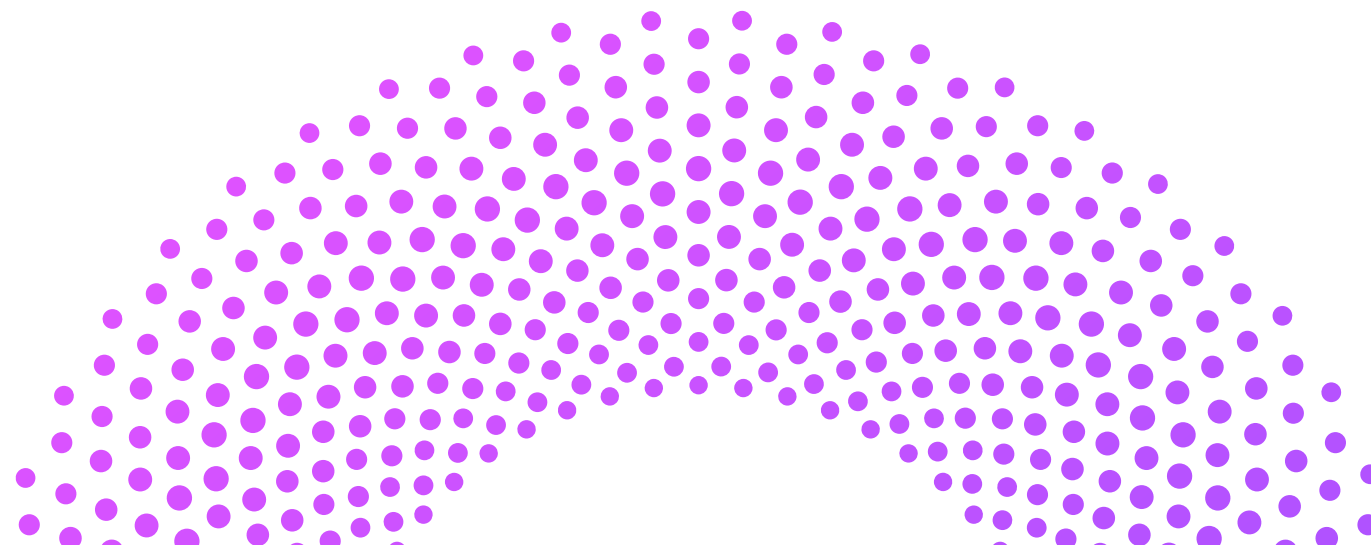
**IoA Full Member**  
**Harrison Bullock MloA**  
Lead Data Scientist, Digital Services, National Highways

*"The IoA offers me a supportive community of people who face similar challenges which makes it a great place to find answers. The training is the ideal way to keep up-to-speed with the ever-changing dynamics of our industry"*



**IoA Full Member**  
**Kat Dixon MloA**

Group Environmental Data & Reporting Manager, Corporate Services, Babcock International



***“The inclusion of IoA Accreditation and its membership affiliation enhances the appeal of our MSc Business Analytics programmes to students, instilling greater confidence among employers in the proficiency of our students in the analytics field”***



**Dr. Umar Farooq**

Course Director, MSc Business Analytics, Coventry University

***“The IoA gives me a platform to engage with people who share my ethos through which to enact change”***



**IoA Fellow Laura Gilbert FloA**

Chief Analyst and Director of Data Science, UK Prime Minister's Office, 10 Downing Street; Chief Analyst, Cabinet Office

***“I reached out to the IoA because I have been searching for a global organisation that not only represents my profession but also places great importance on championing diversity, including considerations of race, culture, and gender”***



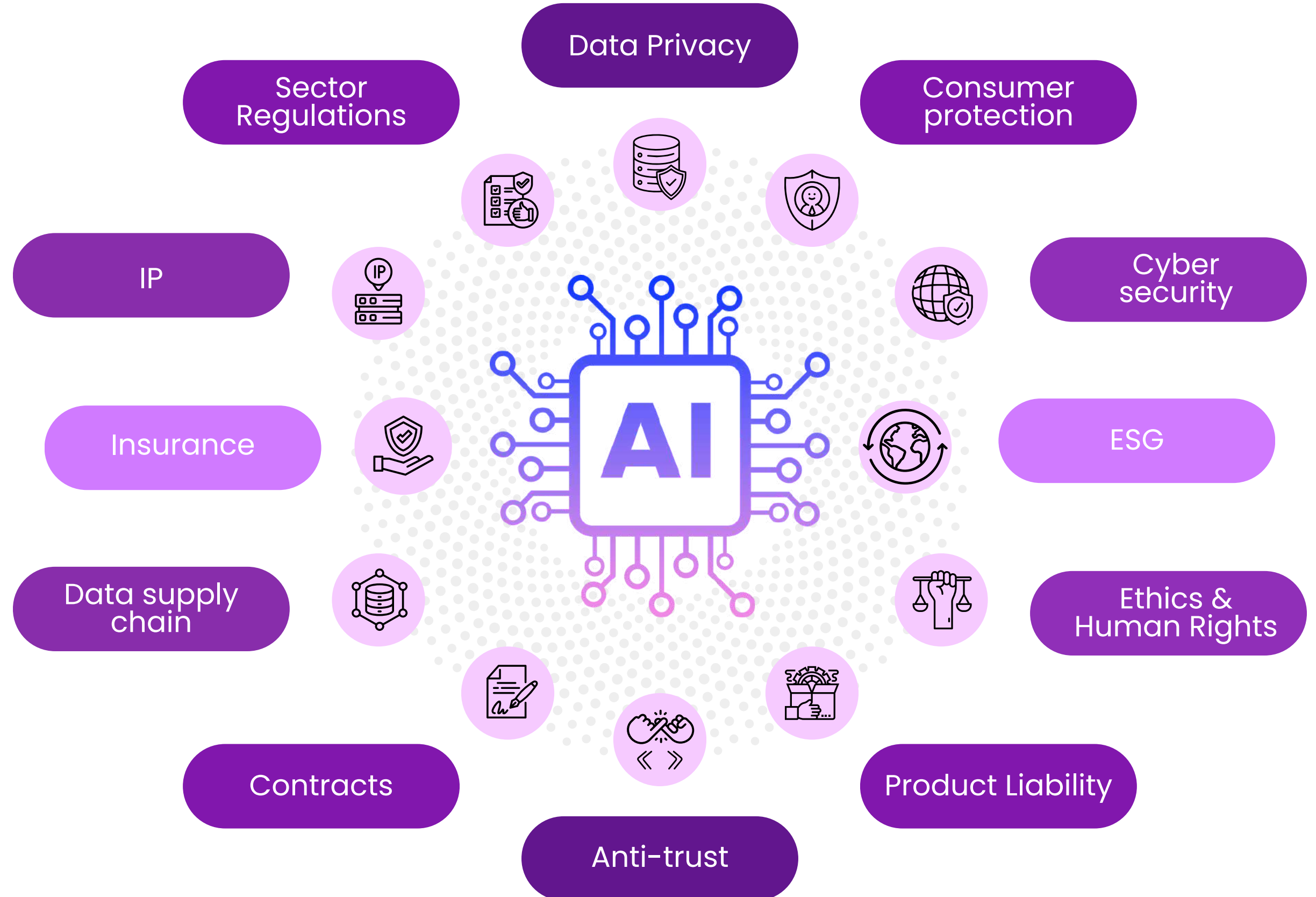
**IoA Fellow Rolee Satyam FloA**

Chief Data Officer, WestPac

# Stay ahead with the IoA

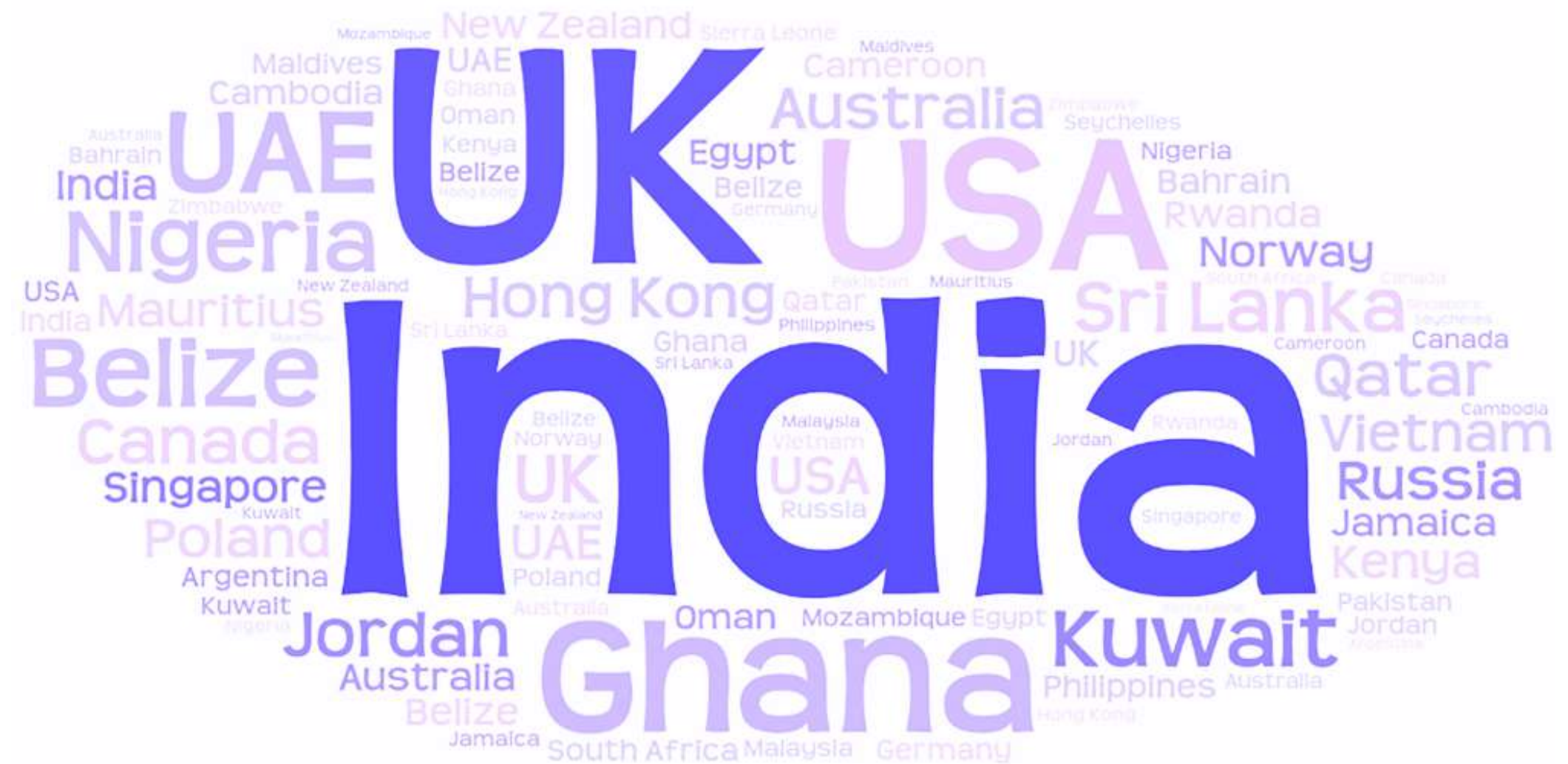
We work with governments throughout the world to influence ethical use of data. With rapid regulation coming in our field, we can be your go-to for support on these changes ahead of the crowd.

There has been an explosion in regulation that touches on data work in the last few years. Stay ahead of the changes.



# Making things accessible

As a not-for-profit organisation, we are committed to making good data practise accessible to as many people as possible in countries throughout the world. We do this by offering monthly webinars and online resources that achieve a huge global reach.



# Try us for free

We also offer a free, two day membership to decide whether the loA is right for you. Just follow this link and enter the code (**AFF4823**-48 Hrs free trail / **MEMB14m23**-14 Months Membership). Once you decide to join, you'll be sent an email giving you 14 months membership for the price of 12 months.



USE THE CODE

**AFF4823**

FOR **48 HRS**  
**FREE TRIAL**



USE THE CODE

**MEMB14m23**

FOR **14 MONTHS**  
**OF IOA**  
**MEMBERSHIP**



Why not find out more about the IoA and how we can help you – wherever you are in your data journey.



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The Global Body for Analytics

[ioaglobal.org](http://ioaglobal.org)

[hello@ioaglobal.org](mailto:hello@ioaglobal.org)

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