

## How to Evaluate an Analytics Training Program

A one-page buyer guide that sets the criteria before anyone compares tools or prompts.

**Before you invest in analytics training, ask five questions.**

- Will they produce a real deliverable on our company data?
- Will they explicitly address AI risk and error rates?
- Will they get live feedback from an expert?
- Will the output be executive-ready—not a certificate?
- Will it end with an executive readout to leadership?

**This program is designed to answer “yes” to all five.**

### The 5 questions to ask (and why they matter)

**1. Does the program produce a real deliverable on your company’s data—or just practice exercises?**

If it doesn’t ship a real artifact, it won’t change outcomes.

**2. Does it teach the full workflow (question → data → analysis → decision)—or just one tool?**

Tools change. The workflow between data and decisions is the durable bottleneck.

**3. Does it address AI risk (hallucinations, false confidence)—or only teach prompting?**

In the AI economy, errors get delivered faster and with higher polish.

**4. Is there live expert feedback—or only pre-recorded video?**

Feedback is where judgment transfers; it’s the difference between knowing and doing.

**5. Can the capstone go directly to leadership—or is it theoretical?**

If it can’t be used, it won’t be valued—and budgets will dry up.

Use these questions to evaluate any program. If a provider can’t answer clearly, you’re buying content—not outcomes. If they can, you’re buying a system that produces decisions.

Outcome-based option: Expert Data Analysis in the Age of AI — Beyond the Prompt is built around shipping a Decision Packet on a real project with QA discipline and executive communication. Two lanes included (Operator: DuckDB/Python; Enterprise: Snowflake/Tableau).

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