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SURVEY ANALYTICS

Start Date:	07/09/2026	**End Date:**	11/09/2026
Categories:	Human Resources	**Venues:**	Durban
Formats:	In Person	**Instructors:**	

OVERVIEW

This course teaches participants how to design effective surveys and analyze the results for strategic insights. Ideal for employee engagement, customer satisfaction, or training feedback, this program bridges data collection and action planning.

OBJECTIVES

By the end of this course, participants will be able to: – Create surveys with valid, reliable questions. – Apply sampling techniques and avoid survey bias. – Analyze results using Excel charts, cross-tabs, and pivot tables. – Interpret response trends and satisfaction scores. – Present findings through dashboards and reports.

COURSE OUTLINE

1- Survey Design and Question Logic 2- Sampling, Distribution, and Response Collection 3- Data Cleaning and Validation 4- Response Analysis and Visualization 5- Action Planning Based on Survey Insights

TARGET AUDIENCE

All Supervisory Levels, HR analysts, training managers, customer service heads, and anyone conducting employee or client surveys.

METHODOLOGY

Survey platform demos, Excel analytics, feedback strategy labs, and charting exercises.

CONCLUSION

Participants will confidently plan, run, and report survey findings that drive tangible improvements.

DAILY AGENDA

Day 1: Survey Strategy and Design

Define survey objectives and design effective questions using best practices.

Day 2: Distribution and Data Capture

Explore platforms and methods for launching and managing responses.

Day 3: Data Preparation and Cleaning

Review methods to clean open text, standardize options, and prepare Excel sheets.

Day 4: Analyzing and Visualizing Feedback

Use cross-tabs, charts, and scoring to interpret sentiment and satisfaction.

Day 5: Reporting and Action Planning

Design a summary report and outline initiatives based on insights.

For more information, please contact us:
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