# Qualitative Data Analysis Software Advanced Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Research and Data Analysis | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In the era of big data and qualitative research, mastering advanced qualitative data analysis software is essential for researchers, analysts, and academics seeking to derive deeper insights from non-numerical data. Qualitative Data Analysis Software Advanced Training Course is a hands-on, expert-level training program designed to elevate participants' skills in coding, thematic analysis, content interpretation, and visualization of complex qualitative data. Through practical exercises, real-world case studies, and guided mentorship, this course equips learners with the tools necessary to efficiently navigate NVivo and ATLAS.ti for robust qualitative research analysis.

Participants will gain expertise in qualitative data mining, advanced query techniques, mixed-methods integration, data visualization, and team collaboration using these leading software tools. Whether in academia, healthcare, development, social sciences, or policy research, this course addresses the critical demand for high-level proficiency in managing and interpreting rich textual, audio, and video data. With a strong emphasis on digital literacy and evidence-based reporting, this course ensures learners leave with practical, job-ready skills for impactful research.

## Programme Curriculum

**Qualitative Data Analysis Software Advanced Training Course**

**Introduction**

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**Course Objectives**

1. Perform advanced coding and data categorization in NVivo and ATLAS.ti
2. Conduct query-based thematic and sentiment analysis
3. Integrate mixed-methods data for comprehensive insight generation
4. Build dynamic data visualizations and network diagrams
5. Execute team collaboration and project synchronization
6. Utilize advanced memoing, annotations, and literature reviews
7. Analyze interview transcripts, focus groups, and observational data
8. Apply coding consistency and inter-coder reliability techniques
9. Perform cross-case analysis and synthesis of multiple data sources
10. Export data for academic publishing and reporting
11. Use advanced search and filtering tools for efficient navigation
12. Manage and store large-scale qualitative projects securely
13. Apply real-world case study evaluation and problem-solving skills

**Target Audiences**

1. Academic researchers in social sciences, humanities, and education
2. Healthcare and clinical researchers conducting qualitative studies
3. NGO and development professionals analyzing project impact
4. Government policy analysts and think tank researchers
5. Graduate and PhD students undertaking qualitative dissertations
6. Market researchers and business analysts
7. Human rights investigators and legal researchers
8. Research consultants and data analysts in consultancy firms

**Course Duration:** 5 days

**Course Modules**

**Module 1: Introduction to NVivo and ATLAS.ti for Advanced Users**

- Overview of interface and project setup
- Importing and organizing qualitative data
- Advanced navigation and project architecture
- Customizing workspace and tools
- Case Study: Organizing social research data for a healthcare NGO
- Best practices in starting complex qualitative projects

**Module 2: Advanced Coding Techniques and Auto Coding**

- Manual vs automatic coding strategies
- Using nodes, codes, and codebooks effectively
- Hierarchical coding and code relationships
- Inter-coder reliability and coding agreement
- Case Study: Evaluating policy feedback from community surveys
- Troubleshooting coding inconsistencies

**Module 3: Thematic and Content Analysis**

- Identifying key themes using queries
- Creating matrices and framework analyses
- Sentiment and discourse analysis
- Visualizing theme frequency and co-occurrence
- Case Study: Investigating youth employment narratives
- Interpreting results for strategic insights

**Module 4: Mixed-Methods Integration**

- Importing quantitative data into qualitative projects
- Linking survey responses with open-ended feedback
- Visualizing mixed-methods findings
- Integrating SPSS or Excel with NVivo/ATLAS.ti
- Case Study: Educational research combining scores and feedback
- Reporting hybrid research findings

**Module 5: Advanced Queries and Filters**

- Using Boolean, matrix, and compound queries
- Identifying patterns across datasets
- Managing complex query results
- Creating query-based reports
- Case Study: Analyzing gendered responses in conflict interviews
- Saving, replicating, and exporting query models

**Module 6: Data Visualization and Mapping**

- Building models, graphs, and diagrams
- Word trees, cluster analysis, and heatmaps
- Comparative visual analytics between datasets
- Using timelines and geospatial visualization (ATLAS.ti)
- Case Study: Mapping community development impacts
- Enhancing visual presentations for stakeholders

**Module 7: Collaboration and Project Management**

- Working with multiple users on one project
- Version control and audit trails
- Cloud-based collaboration tools
- Protecting data integrity and security
- Case Study: Team-based study on political campaign discourse
- Ethics and privacy in collaborative research

**Module 8: Exporting, Reporting, and Publishing**

- Preparing research findings for publication
- Exporting visuals and coded data
- Writing research reports with embedded evidence
- Generating citation reports and bibliographic outputs
- Case Study: Writing a publishable article using NVivo findings
- Archiving and backup best practices

**Training Methodology**

- Interactive software demonstrations

- Real-time project simulations
- Peer-to-peer collaborative tasks
- Guided case study analysis
- Step-by-step video tutorials
- Continuous mentor feedback and support

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com