Programme

Data Analytics for Business Development.

Empowering professionals with data analytics skills to drive informed business decisions, identify opportunities, and optimize strategies for growth and development.

TechSense City.

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What we cover.

Welcome to a practical course designed to empower professionals with essential data analytics skills, enabling them to drive informed business decisions, identify opportunities, and optimize strategies for growth and development. In today's data-driven world, organizations require individuals who can effectively collect, analyse, and interpret data to gain actionable insights. This course equips learners with the knowledge and tools necessary to leverage data analytics for driving business success.

Throughout the course, participants will develop a solid foundation in data analysis, learning how to collect and clean data, perform statistical analyses, and visualize data effectively. They will explore various data analytics techniques, including descriptive, diagnostic, predictive, and prescriptive analytics, gaining the ability to extract meaningful insights and make data-driven recommendations.

Moreover, participants will learn how to identify key performance indicators (KPIs) and develop dashboards and reports to monitor business metrics. They will also delve into advanced topics such as data mining, machine learning, and predictive modelling, discovering how these techniques can uncover hidden patterns, predict future trends, and optimize business strategies.

Through hands-on exercises, real-world case studies, and interactive discussions, participants will apply data analytics techniques to solve business problems and make informed decisions. They will also explore ethical considerations and best practices for handling data responsibly and ensuring data privacy.

Upon completion of this course, professionals will be equipped with the practical skills to navigate the data-driven landscape and drive business growth. With a solid understanding of data analytics, they will be well-prepared to identify opportunities, optimize strategies, and make informed decisions that positively impact their organizations.

Who is it for?

This course is ideal for data analysts, product managers, marketing professionals, sales and business development teams seeking to excel in using data for competitive advantage.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Data Analytics and Business Development

- Understanding the role of data analytics in driving business growth
- Importance of data-driven decision-making in the modern business landscape
- Overview of key concepts, tools, and techniques in data analytics

Module 2: Foundations of Data Analysis

- Exploring different types of data: structured, unstructured, and semi structured
- Data pre-processing: cleaning, transformation, and handling missing values
- Data quality and its impact on analysis and decision-making

Module 3: Data Exploration and Visualization

- Techniques for exploring and understanding datasets
- Creating meaningful visualizations for effective data communication
- Using tools like Python, R, or data visualization software

Module 4: Descriptive Analytics

- Summarising and describing data using measures of central tendency and dispersion
- Analysing data distributions and identifying outliers
- Creating meaningful insights from descriptive statistics

Module 5: Predictive Analytics: Regression

- Introduction to regression analysis for making predictions
- Linear and non-linear regression models
- Applying regression to business scenarios and forecasting

Module 6: Predictive Analytics: Classification

- Understanding classification algorithms for categorizing data
- Decision trees, logistic regression, and support vector machines
- Applying classification to customer segmentation and risk assessment

Module 7: Exploratory Data Analysis (EDA)

• Techniques for uncovering patterns and relationships in data
• Clustering and dimensionality reduction for data exploration
• Generating insights through EDA for strategic decision-making

Module 8: Time Series Analysis

• Analysing time-dependent data for trend identification and forecasting
• Time series decomposition and smoothing techniques
• Business applications of time series analysis in demand forecasting and financial planning

Module 9: Data-Driven Business Strategies

• Integrating data analytics into business strategy formulation
• Identifying growth opportunities and market trends through data insights
• Aligning data analytics with organizational goals and objectives

Module 10: A/B Testing and Experimentation

• Designing and conducting A/B tests for assessing business hypotheses
• Interpreting test results and making data-driven decisions
• Improving product development and user experience through Experimentation

Module 11: Business Intelligence and Data Dashboards

• Creating interactive data dashboards for real-time insights
• Tools like Tableau, Power BI, or custom dashboard solutions
• Enabling decision-makers with self-service analytics capabilities

Module 12: Data Ethics and Privacy Considerations

• Ethical considerations in collecting, storing, and analysing data
• Ensuring data privacy and complying with regulations (e.g., GDPR)
• Building trust with customers through responsible data practices

Module 13: Emerging Trends in Data Analytics

• Exploring AI, machine learning, and big data in business development
• Embracing automation and AI-driven insights for competitive advantage
• Navigating the evolving landscape of data analytics technology

Module 14: Data Analytics Project

- Participants apply learned skills to a real-world business development scenario
- Project presentations and peer feedback

Assessment Methods.

- Quizzes and assessments after each module to gauge understanding
- Group projects for data analytics
- Case studies analysing successful and unsuccessful data projects

Further information:

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