



In-Class

Business Analytics: From Data to Decision Making

Price
\$820

Duration
2-Days

Level
Beginner



Web Course Page



→ About this Course

Today's highly connected, digitized economy runs on data — critical business and customer data can help organisations make better decisions and gain competitive advantage. However, there is a growing communication disconnect between data professionals and the rest of the organisation including business decision makers. While data professionals tend to focus on the technical complexity - non-data professionals are unable to contextualise these insights due to their technical nature. As a result, these insights tend to create more confusion as opposed to understanding the recommended next steps to improve business outcomes organisational strategy.

This course aims to deep understanding from start-to-finish of the processes that will enable participants to gain a strong understanding of the fundamentals in data analytics and business insights. Ultimately, providing individuals within a company a solid base of working with data in today's digital economy.

What are the key takeaways I can readily apply?



Use core data analytics metrics and how to apply them to measure business outcomes



Interpret technical performance results into actionable business recommendations.



Assess the ROI of data analytics investment including tools and resources.



Effectively communicate and persuade decision makers .

...and more.

→ Who is this course for

1. Data Professionals (BI / Data Analysts, Data Analytics Managers, etc.)
2. Business Professionals (Marketing Dept, Sales Dept, Directors, CXOs)



Kishan

Holding a Bachelor of Computing First Class Honours degree from the National University of Singapore and was awarded the Lee Kuan Yew Gold medal. He is the founder of a data analytics company focused on helping organisations leverage data to inform, persuade and effect better business outcomes. A digital strategist with 10+ years of experience, he was previously the regional head of Datalicious where he managed business growth and day-day operations, developing data-driven audience solutions for customers.

Download Profile



→ Day 1 (of 2)

Module 1: Data Analytics 101

In this module, we will introduce participants to the key metrics and dimensions that are commonly measured by industry practitioners. We will also explore the pros and challenges associated with using these data points and recommended hacks for navigating them:

Chapter 1A: Descriptive Analytics

Explore different types of data and how it can be visualised, ultimately helping you leverage your findings and strengthen your decision making.

Chapter 1B: Predictive Analytics

Learn the predictive use cases of data after it is collected and interpreted. You will learn to utilise Google Analytics' out of the box Predictive Analytics feature to predict customers' propensity to purchase or churn in the near future.

Chapter 1C: Prescriptive Analytics

Formulate concrete business recommendations based on how your data trends against targets. These recommendations can be directed toward marketing, sales and other business functions.

Practical Exercise #1:

Analytics Dashboard Individual Task

Through a guided hands-on session including step-step notes build a report on Google Data Studio that visualises

Module 2: Business Outcomes 101

In this topic, we will discuss the common business indicators adopted by decision makers to track financial health, ROI and other indicators in order to assess and determine the recommended next steps for the business

Chapter 2A: Application of Analytics for Business

Use your learning from the best practices of top data-driven firms to determine the best way to put data to work in your own company or business.

Chapter 2B: Customer Behaviour Indicators

Identify and interpret business indicators for tracking customer behaviour to make better decisions.

Chapter 2C: Seasonal Indicators

Identify and interpret business indicators for tracking seasonality and industry trends to make better decisions.

Practical Exercise #2:

Business Indicators Individual Task

Formulate key performance indicators for measuring customer and industry outcomes for Bank ABC.

→ Method of learning

- Individual & Group Discussion and Exercises
- Use of Google Studio exercises

→ Any Prerequisites?

Yes, so please read:

- Minimally have been exposed to some data analysis work and / or have participated in data presentations.
- The hands-on exercises will be conducted using Google Analytics and Google Data Studio. However, no previous experience of Google Studio is required.
- All laptops will be provided.

→ Day 2 (of 2)

Module 3: Translating technical results to business-friendly language

In this topic, participants will be introduced to and receive hands-on exposure on techniques for adapting technical data to non-technical audiences to increase clarity and value of the data and associated recommendations being communicated.

Chapter 3A: Creating organisational value via data analytics

Identify strategic, managerial and/or organisational problems related to analytics in your organisation or industry.

Assess your organisation's level of data analytical maturity. Articulate a plan for generating organisational value through improved analytical maturity.

Chapter 3B: Uncover data to substantiate business goals

Identify high-value data analytics problems and use cases with your organisation.

Leverage existing and/or untapped data sources for your organisation.

Evaluate your organisation's data quality

Identify data visualisations relevant to your organizational needs and/or analytics goals

Chapter 3C: Articulate Value and Risks of Business Decisions

Articulate differences between descriptive, predictive & prescriptive approaches

Identify data analytics problems relevant to your organisation

Identify suitable cause and effect variables as well as confounding factors that could bias results

Learn about key communication techniques to inform decision makers on the relationships between key business predictors and business outcomes

→ Method of learning

- Individual & Group Discussion and Exercises
- Use of Google Studio exercises

→ Any Prerequisites?

Yes, so please read:

- Minimally have been exposed to some data analysis work and / or have participated in data presentations.
- The hands-on exercises will be conducted using Google Analytics and Google Data Studio. However, no previous experience of Google Studio is required.
- All laptops will be provided.



We look forward to hearing from you.

Register | →

Impress Training Pte Ltd.

8 Burn Road,
#04-11/12, Trivex,
Singapore 369977

T. (+65) 6636 9772

M. (+65) 9850 9058

E. mail@impresstraining.com

W. impresstraining.com



Great! This really helped improve my work and provide better support to my findings!

Jai Kishore, Director

