

Learning Module 9 – Data Analytics and Business Intelligence

Module introduction

This module introduces you to techniques and concepts linked to Business Intelligence Systems and explains how to use available data and turn it into actionable information. Such information is the opportunity for inside knowledge related to changes in financial conditions, customer preferences and supply chain activities. No prior skill set is assumed and step by step instruction is provided with audio-visual demonstration of key concepts

The objective of this module is to enable you to:

1. Understand data manipulation, data analysis and data visualization.
2. Use analytics to formulate and support you in solving business problems and communicate that analysis to key stakeholders.

Expected learning outcomes:

Knowledge

Upon completion of this module you will be able to:

1. Identify the most suitable BI solutions for your small businesses.
2. Understand how Business Intelligence Systems can support you in taking timely and informed decisions for performance improvement.
3. Understand how the use of a Business Intelligence System can help you identify and diagnose your business and problems early enough to take corrective action.

Competences and Skills

Upon completion of this module you will be able to:

1. Add value in your enterprise and leverage free resources available.
2. Define relevant business requirements for the development of a Business Intelligence solution for your business.
3. Extract useful information for decision-making from analyzed and visualized data.



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Syllabus

Module 9 is divided into 2 units and contains additional materials for advanced learners:

Unit 1 - Introduction to Business Intelligence

Unit 2 - Business Intelligence Dashboards

Duration of the module: approximately 120 minutes