

# **Introduction to Business Data Analysis**

**Duration: 8 hours**

## **Overview:**

The ability to ask questions of your data is a powerful competitive advantage, resulting in new income streams, better decision making and improved productivity. A recent McKinsey Consulting report has identified that data analysis is one of the most important skills required in the economy at the current time.

This course will help you learn simple, effective techniques to create impactful Dashboards and Data Analysis and practical skills that you can apply in your work environment immediately. You will also learn how to apply different methods of data analysis to turn your data into new insight and intelligence.

## **Course Objectives:**

During the course you will understand why the form of analysis is important and provide examples of analysis using Excel.

The following methods of analysis are included:

- Key Metrics
- Comparison Analysis
- Trend Analysis
- Ranking Analysis
- Interactive Dashboards
- Contribution Analysis
- Variance Analysis
- Pareto Analysis
- Frequency Analysis
- Correlations

## **Course Content:**

### **Lesson 1: Getting Started**

- Introduction to Business Data Analysis
- Introduction to Data Analysis
- Introduction to Data Preparation
- Introduction to Preparing for Data Analysis
- Preparing Data for Analysis
- Common Data Problems

### **Lesson 2: Data Analysis - Key Metrics**

- Introduction to Key Metrics
- Introduction to Key Metrics Analysis
- Creating Key Metric Calculations

### Lesson 3: Understanding Different Analysis

- Comparison Analysis
- Trend Analysis
- Ranking Analysis
- Variance Analysis
- Contribution Analysis
- Frequency Analysis
- Correlation Analysis
- Pareto Analysis
- Interactive Dashboards Creation