

KOENIG SOLUTIONS • COURSE OUTLINE

Business-Ready Data Scientist: Delivering Compelling Insights for Business

Learn to translate business problems into data questions and present data-driven insights that influence decisions.

2.5 Hours

DURATION

3

MODULES

8

TOPICS

2.5 hours workshop

COURSE OVERVIEW

This course looks at the role of a data scientist in business, distinguishing it from that of a data analyst and contrasting business and technical mindsets. It then covers how to understand business problems, including asking the right questions, identifying key business metrics and forming data-driven hypotheses. Finally, it addresses communicating insights effectively through storytelling with data, visualisation and presentation best practices, and overcoming resistance to data-driven change.

WHO THIS COURSE IS FOR

Data Scientists

Data Analysts

Business Analysts

Decision Makers

Data Science Team Leads

LEARNING OBJECTIVES

- Differentiate the roles of a data scientist and a data analyst
- Compare business and technical mindsets in data science
- Identify the right questions to ask of a business problem
- Identify key business metrics relevant to a problem
- Apply data-driven hypothesis testing to business questions
- Apply storytelling techniques to present data findings
- Apply data visualisation and presentation best practices
- Address resistance to data-driven change within an organisation

3 Modules, 8 Topics



The Role of a Data Scientist in Business

TOPICS

- Difference Between a Data Scientist & Data Analyst
- Business vs. Technical Mindset in Data Science



Understanding Business Problems

TOPICS

Asking the Right Questions · Identifying Key Business Metrics · Data-Driven Hypothesis Testing



Communicating Insights Effectively

TOPICS

- Storytelling with Data
- Data Visualization & Presentation Best Practices
- Overcoming Resistance to Data-Driven Change

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

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