

Data Analysis Essentials

15 Credits

150 Notional Hours

15 weeks

10 hours per week

This microcredential introduces students to essential data analysis techniques and their applications in business contexts. It provides the tools and skills necessary to interpret and analyse data to inform decision-making, drive business strategies, and solve real-world challenges. Through hands-on projects and case studies, students will develop the ability to present data findings clearly and effectively, as well as enhance their critical thinking and problem-solving skills. The microcredential encourages self-led exploration, allowing students to engage in data analysis projects aligned with their personal or professional interests.



Skills you will develop

- Data Analysis and Interpretation
- Data Communication
- Data-Driven Strategy
- Data Ethics
- Basic Data Analysis



What you will learn

- Understanding Data and Its Role in Business
- Basic Data Analysis Techniques for Business
- Presenting Data Findings Clearly and Effectively
- Data-Driven Decision-Making in Practice
- Self-Led Data Exploration
- Integrating Data Analysis into Business Practice

Who this course is for

This microcredential is for professionals who want to build confidence in working with data, translating insights into informed decisions, and driving measurable business impact in a data-driven world. The microcredential forms part of the **Higher Certificate in Business Dynamics (NQF Level 5)**. Learners who successfully complete this microcredential can earn **advanced standing towards the full qualification** when enrolling, allowing them to accumulate credits progressively while developing job-relevant skills.

Learning Outcomes

- Apply data analysis techniques to make informed business decisions
- Present data findings clearly and effectively to drive business strategies
- Engage in self-led data analysis projects based on personal or professional interests
- Enhance critical thinking skills through data-driven decision-making exercises

All learning material and prescribed textbooks included.

The Data Analysis Essentials microcredential (15 credits, NQF Level 5) is a formally approved component of the SAQA registered, and CHE accredited Higher Certificate in Business Dynamics, while not registered independently on the NQF, the credits awarded derive from and can contribute towards the full qualification if registered.

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