

Data Analysis Basics

15 Credits

150 Notional Hours

15 weeks

10 hours per week

Discover how organisations use data to make smarter business decisions and drive continuous improvement. In this microcredential, you will learn how to collect, organise, analyse, and interpret business data using practical analytical techniques. You'll explore how data supports business analysis, decision-making, and problem-solving while developing the confidence to communicate data insights effectively to different stakeholders. By the end of the course, you'll understand how data can be transformed into meaningful information that supports organisational performance and informed digital business decisions.



Skills you will develop

- Data Preparation and Organisation
- Data Interpretation and Visualisation
- Data Stewardship
- Basic Data Analysis
- Digital Literacy



What you will learn

- Introduction to Data Analysis for Business
- Working with Data – Preparing and Exploring Business Data
- Data Visualisation for Business Decision-Making
- Interpreting Data – Identifying Trends and Patterns
- Using Data to Support Business Recommendations
- Accessible and Ethical Data Visualisation for Diverse Audiences

Who this course is for

This microcredential is designed for aspiring or early-career Digital Business Analysts, as well as professionals working in business, operations, IT, or digital environments who want to develop practical data analysis skills for business decision-making. It is also well suited to anyone interested in using data to identify trends, solve business problems, and support evidence-based decision-making. No prior experience in data analysis is required. This microcredential forms part of the **Higher Certificate in Digital Business Analysis** (NQF Level 5). Learners who successfully complete the microcredential will receive **advanced standing towards the full qualification** when they enrol, enabling them to accumulate credits progressively while building practical, job-ready skills.

Learning Outcomes

- Perform basic data analysis using relevant tools.
- Create visual representations of data for business decision-making.
- Interpret data to identify trends and patterns.
- Use data-driven insights to support business recommendations.
- Ensure that data visualisations are accessible and meaningful to diverse audiences.

All learning material and prescribed textbooks included.

The Data Analysis Basics microcredential (15 credits, NQF Level 5) is a formally approved component of the SAQA-registered (Higher Certificate in Digital Business Analysis – SAQA ID 125619), while not registered independently on the NQF, the credits awarded derive from and contribute toward the registered qualification in accordance with HEQSF and CHE requirements.

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