

Data Science for Business Professionals

Harness the power of data to make informed decisions and drive innovation

In a world where data is one of the most valuable assets, the ability to analyse, interpret and apply data science techniques is essential for business success. Data Science equips you with the skills to uncover insights from data, solve complex problems and make strategic, data-driven decisions.

What will you learn?



Predictive analytics

Accurate forecasting transforms business outcomes. Learn how to predict trends and behaviours to make informed, proactive decisions.



Data mining

Discover the potential within your data. Master techniques to uncover hidden patterns and insights in large datasets.



Data-driven strategy development

Data fuels growth. Develop strategies that turn insights into impactful, actionable business outcomes.



Decision-making

Navigate uncertainty with confidence. Use data-driven insights to make decisions that align with organisational goals.



Complex problem-solving

Solve the unsolvable. Apply structured methodologies to tackle business challenges using data science.



Big data analysis

Complexity creates opportunity. Gain expertise in managing and analysing unstructured, large-scale data for actionable results.

Course outline

 6 collaborative learning sessions



WEEK 1

Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

Module 1

Data science concepts

Explore the role of data science in modern business and apply key models like supervised and unsupervised learning



WEEK 3

Module 2

Big data management

Learn techniques for handling unstructured data and explore big data tools such as Hadoop and Spark



WEEK 4

Module 3

Exploratory and predictive data analytics

Apply advanced exploratory techniques and predictive modelling to discover patterns and forecast business outcomes



WEEK 5

Module 4

Machine learning for business solutions

Implement machine learning models to address challenges like customer segmentation, fraud detection and more



WEEK 6

Module 5

Complex problem-solving

Frame and solve business problems using data science methodologies, aligning solutions with strategic goals



WEEK 7

Module 6

Decision-making frameworks

Apply frameworks like decision trees and Bayesian methods to optimise decisions in complex scenarios



WEEK 8

Final assessment

Business Case

Who is this course for?

This course is ideal for business professionals and decision-makers aiming to enhance their ability to analyse data, derive insights and apply those findings to solve business challenges.

The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

Contact Us



+27 21 201 1167



register@masterstart.com



www.masterstart.com



Certificate of Competence