

Data Analysis

Transform raw data into powerful business insights

In today's data-driven world, the ability to analyse and present data effectively is essential for making informed business decisions. Data Analysis provides the skills to interpret complex data, create impactful visualisations, and apply insights to business strategy.

What will you learn?



Information analysis

Interpreting data to derive insights and inform business decisions.



Create data visualisations

Designing visual representations of data to aid understanding and decision-making.



Apply insights to business strategy

Leveraging data and trends to inform and guide strategic business decisions.



Continuous improvement

A commitment to constantly enhancing skills, processes, and practices for personal and professional growth.



Critical thinking

Analysing situations, identifying patterns, and making reasoned decisions to solve problems effectively.



Reporting and analytics

The ability to generate and interpret reports and analytics to provide insights into business performance and trends.

Course outline

 6 collaborative learning sessions



WEEK 1

Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

Module 1

Managing in a data-centric world

Explore the role of data analytics in achieving business success



WEEK 3

Module 2

Hardware and software for data analysis

Understand different data types, storage systems, and analytical tools



WEEK 4

Module 3

Types of data analytics for business

Apply exploratory and predictive analytics to solve business challenges



WEEK 5

Module 4

Visualising data and corporate performance management

Develop dashboards and performance management tools to track KPIs



WEEK 6

Module 5

Data analytics tools for business

Evaluate and apply business intelligence tools for strategic insights



WEEK 7

Module 6

Informed decision-making using data visualisation

Use visual analytics to support smarter decision-making and future strategies



WEEK 8

Final assessment

Solutions Report

Who is this course for?

This course is ideal for professionals seeking to enhance their ability to analyse data, create impactful visualisations, and apply insights to business operations. It is designed for those who want to improve decision-making, optimise business performance, and leverage data for competitive advantage.

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



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Certificate of Competence