Goskills

Introduction to Business Analytics

GoSkills online course syllabus

Skill level	**Lessons**	**Accredited by**
Beginner	19	Verified by GoSkills

Pre-requisites	**Video duration**	**Instructor**
No prior experience needed	1h 1m	Brett Vanderblock

Introduction

1   Open the door to data-driven thinking
Traditional business intuition isn't enough anymore.

Use Analytics to Lead Smarter Decisions

2   Demonstrate the value of data
Data becomes valuable when tied to real outcomes.

3   Choose the right type of analytics
Different questions require different tools.

Collect and Govern the Right Data

4   Build a real-world data source map
You need to know what you're working with.

5   Combine data sources across departments
Data integration reveals deeper stories.

6   Apply basic data governance
Data chaos leads to bad decisions.

Analyze and Visualize for Impact

7 Use pivot tables to extract insights
Pivot tables cut through noise.

8 Apply simple statistics to trends
Basic math can power big decisions.

9 Build a dashboard that tells a story
Dashboards need to speak clearly.

10 Create a lightweight reporting system
One-time reports waste effort.

Leverage AI and Automation in Analytics

11 Use AI to streamline data collection
Manual entry is a thing of the past.

12 Use AI to forecast business outcomes
Forecasting no longer requires coding.

13 Predict customer churn using AI
In subscription-based businesses, driving retention is key to your business health.

14 Spot AI bias and correct it
AI needs supervision. In this lesson, you'll identify a biased prediction output and revise your dataset to improve fairness and reliability.

Apply Analytics Across Business Functions

15 Analyze sales data to drive growth
Sales data reveals missed opportunities. In this lesson, you'll filter sales performance data and recommend actions based on gaps and growth areas.

16 Optimize campaigns with analytics
Marketing needs accountability. In this lesson, you'll visualize marketing expenses and interpret what's working.

17 Run your business with clean data

Clean financial data is the foundation of sound decision-making.

18 Decode psychographic consumer data

Emotions drive decisions. In this lesson, you'll plot psychographic survey responses and evaluate consumer sentiment to steer messaging.

Conclusion

19 Build confidence as a data professional

You now have a hands-on foundation for making analytics work for you.

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