

# Introduction to Business Analytics

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

19

**Accredited by**

CPD

**Pre-requisites**

No prior experience needed

**Video duration**

1h 1m

**Instructor**

Brett Vanderblock

## Introduction

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

## Use Analytics to Lead Smarter Decisions

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- 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

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- 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

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**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

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**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

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**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

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**19** **Build confidence as a data professional**  
You now have a hands-on foundation for making analytics work for you.

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