

Data Analytics for Students

GoSkills online course syllabus

Skill level

Beginner

Lessons

24

Pre-requisites

No prior experience needed

Video duration

50m

Estimated study time

50m 22s

Instructor

Elijah Butler

Introduction

- 1** **Data moves a business forward**
Data sits at the center of how modern organizations grow, compete, and make decisions.

The Power of Data

- 2** **What is the value of data?**
Data becomes valuable only when it's used to guide action. In this lesson, you'll gain clarity on how data drives business outcomes.
- 3** **The risk of leaning too much on data**
Even strong datasets can produce misleading results.
- 4** **Combining data and intuition**
Good decisions come from balancing data with human experience.

Framework to Solve Problems with Data

- 5** **Introduction to the framework**
A structured approach keeps data analysis focused and effective.
- 6** **Define the problem**
Strong analysis starts by identifying the right question.
- 7** **Identify the key performance indicators**
Not every metric deserves attention.

8 Apply data governance principles

Accurate insight relies on trustworthy data.

9 Analyze data effectively

Turning raw information into insight requires clear steps.

10 Using data to inform business decisions

Insight becomes valuable only when it leads to action. In this lesson, you'll strengthen your ability to turn findings into actionable advice.

Analytics Foundations

11 Four stages of analysis

Most analytical work builds on a few essential question types.

12 Analyzing data with Excel

Excel is a foundational tool for working with data.

13 The value of data visualization

Visuals make insights easier to communicate and act on.

14 Connect data with data modeling

Connecting datasets unlocks deeper insights.

15 Build effective dashboards

Dashboards are great ways to stay on top of changes and trends.

16 Building an analytics infrastructure

A structured reporting system makes analysis scalable.

Types of Data Sources

17 Map your data sources

Knowing where data lives strengthens every stage of analysis.

18 **Internal vs. external data sources**
Insight improves when multiple perspectives come together.

19 **Interpret sales data**
Sales data reveals how well a business is performing.

20 **Use marketing data effectively**
Marketing data shows how audiences interact with your message.

21 **Evaluate cost data**
Cost insights shape pricing and profitability decisions.

22 **Analyze psychographic data**
Customer motivations often lie beneath the surface.

23 **Assess competitive intelligence**
Businesses operate within a competitive landscape.

Conclusion

24 **Your path forward**
Congratulations on completing this course!

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