Welcome to the
ICBE Business Excellence Skillnet

# *Data Literacy Level 1: Business Support Functions of Sales, Marketing, Supply Chain, HR*

*You may be contacted regarding this training by an external evaluator in the future

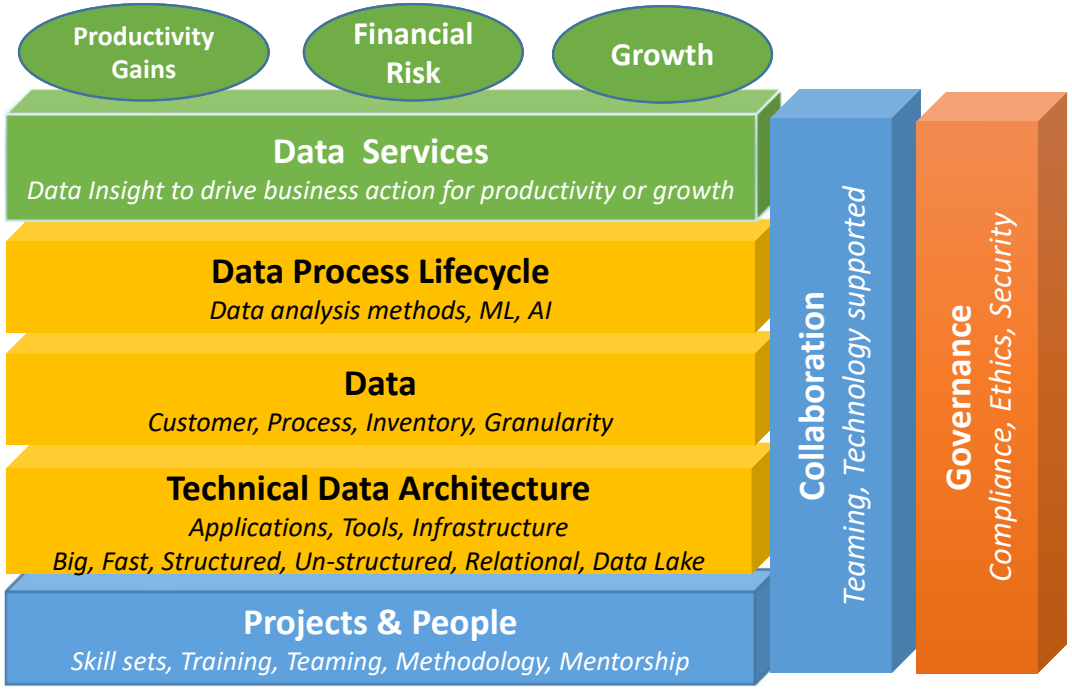
ICBE Business Excellence Skillnet is co-funded by Skillnet Ireland and member companies. Skillnet Ireland is funded from the National Training Fund through the Department of Education and Skills.

An Roinn Oideachais agus Scileanna
Department of Education and Skills

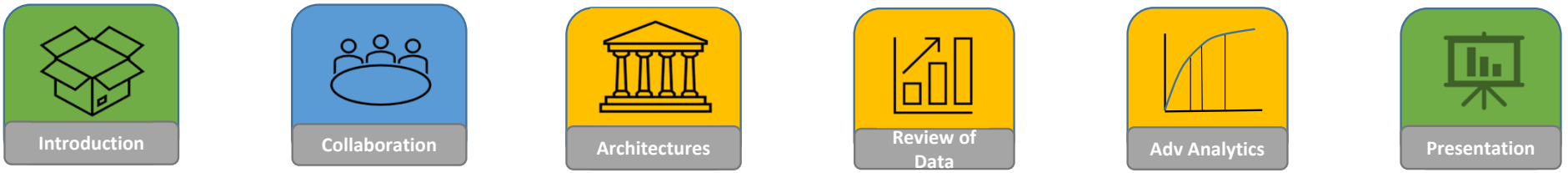
Skillnet IRELAND

# Business Excellence Week 1 Lecture Structure Overview – Level 1

(Alignment and understanding)




- Module 1: Introduction to Modern Data Services & Business Analytics
- Module 2: Data Analytics Collaboration & Lifecycle
- Module 3: Modern Data Architectures & Technology
- Module 4: Review of Data with PowerBI
- Module 5: Advanced Analytics – Theory & Methods
- Module 6: Putting it all together





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# Week 1 Lecture Structure Detail Overview – Level 1

| Intro to Data Business | Collaboration & Lifecycle | Modern Data Architectures [Acquire Data] | Review of Data & Microsoft [Structure Data] | Advanced Analytics [Analyse Data] | Bringing it all together [Present Data] |
|---|---|---|---|---|---|
| Organisation departments showing greatest value<br><br>Modern Data Analytics Use Case approaches<br><br>Vertical Market Support function use cases<br><br>Use Case Focus in the data analytics industry<br><br>What sets the leaders apart<br><br>Who owns the key questions to address | Data Analytics Delivery Lifecycles<br><br>Data Analytics Team Skills<br><br>Team Collaboration<br><br>Structuring the project<br><br>Sample Analytics Plans<br><br>The Analytics Workshop with Synectic brainstorming<br><br>Design thinking vs data science<br><br>Workshop lessons learned<br><br>Use Case example projects | Data at scale<br><br>Classic Data Systems of Record, ERP, CRM, HCM, ITSM<br><br>Systems of Intelligence , Analytics Sandboxes, Data warehouses and Data Lakes<br><br>Systems of engagement, web, mobile, chat<br><br>Analytic Layer and Data Layer architectures<br><br>Private, Public, Hybrid cloud<br><br>Data Virtualisation and Data Integrity with validated systems<br><br>Integrated & vertically focused No Code / Low Code analytics platforms | Business to Data Understanding<br><br>Assessing Data Quality<br><br>Understanding Bias, Variance<br><br>Descriptive Analytics and initial statistical investigative techniques<br><br>No Code / Low Code data visualisation tools standard functionality<br><br>Overview of PowerBI analytics functionality<br>• Data Import<br>• Entities, Tables, Joins and views, ABT's<br>• Data Types<br>• Data Visualisations and Dashboards | Intro to mathematical modelling<br><br>Business Question to model mapping<br><br>Advanced techniques<br>• Clustering<br>• Classification<br>• Regression<br>• Time series | Assessing algorithmic performance<br><br>Presenting to the project sponsor<br><br>Pilot / Production Go / No Go.<br><br>Analytics at a point and place in time<br><br>Next analytics use case |


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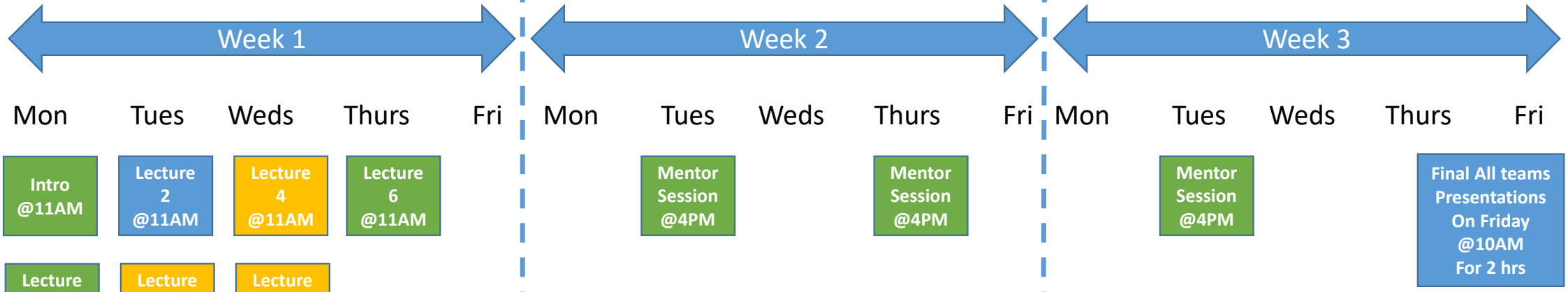
# Weeks 1 to 3 Timetable Overview – Level 1




**60 Minute lecture**

60 Minute lecture

90 Minute lecture

**Estimate 8.5 hours student time**

**60 Minute Mentoring**

**Estimate 8 hours student effort**

**Note1:** Mentoring sessions are at a class level.
Questions should be related to the practice projects

**60 Minute Mentoring**

**Estimate 8 hours student effort**

**Note2:** Governance modules included in Level2 Course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