

Data Driven Decision Making for Business Growth

OVERVIEW

This Course is design for non-technical executives to learn how to use data-driven thinking way when designing business strategies, making decisions and planning for business growth. Upon completion of the course, participants will be able to understand the tools and tactics of master data analytics and business intelligence for business growth. At the same time, participants will be able to communicate with technical staff to apply the data strategy for business growth.



COURSE OUTLINE

- ▶ Introduction of data analytics and customer analytics
- ▶ Data collection methodology
- ▶ Filtering data for business growth
- ▶ Data driven approach for business growth
- ▶ Data analysis for business decision
- ▶ Workflow and process automation

LEARNING OBJECTIVES

Upon completion of this course, the participants should be able to:

- ▶ Understand the applications of Data Analytics and Customer analytics across various industries
- ▶ Aware the impact of data analytics and AI application for business growth
- ▶ Identify useful data and apply data driven approaches for business growth
- ▶ Understand the basic data analytics techniques and tools for business development
- ▶ Find the key facts and data about target customers' profile for business growth

THIS PROGRAM IS FOR YOU IF:

- ▶ Anyone who interested in exploring data analytics, customer analysis and AI to enhance business capabilities.

PRE-REQUISITES:

- ▶ Basic understanding in computer and internet

Informatics Education (HK) Ltd.
A Quality Education & Training Leader

Telephone : 3556 6000
Fax : 2724 2663
Email : enquiry.hk@informatics.edu.hk
Website : www.informatics.edu.hk
Address : 5/F, Hecny Tower, 9 Chatham Road South, Tsim Sha Tsui, Kowloon, Hong Kong