Business Intelligence

Qualification:
5 ECTS Credits at Level 9

Schedule:
30 hours contact time
6 hours per week over 5 weeks

Delivery: Online

Start dates:
Throughout the year.
See www.ncirl.ie for more information.

Fee: €950

Data is often called 'the new oil' and all organisations have access to a wide variety and depth of data that they can use to grow or change in a variety of areas. But how do you as a manager understand and shape this data?

This short programme will guide students to shape and use data to make more-informed, better management decisions using both primary and secondary data. Students will learn to understand data and data governance and gain the capacity to use quantitative methods and the output from data analytics to make more data-informed decisions. The programme is ideal for managers interested in the basics of data analytics, how to work with data analytics specialists and how to frame business problems in such a way to arrive at informed decisions efficiently.

Topics covered

- You will learn about 'big data', what it is, the challenges around it and opportunities from simple insights through to data mining and Artificial Intelligence.
- You will learn how to frame the business problem, how to ask the right question, how to ask a measurable question and to determine what you need from the data you have. You will also learn the dangers of using the wrong data to answer a question.
- You will learn about data governance, what data sets are currently available, how to find good data, how to set up a data infrastructure and how to use current datasets to answer your question.
- You will be introduced to data analytics including understanding the use of descriptive, diagnostic, predictive and prescriptive data analysis. You will also be introduced to the tools used to analyse data such as Excel, SPSS, SAS, Tableau, R, Python and to the methods used to analyse data such as A/B testing, regression and machine learning.
- The programme will also cover making decisions with data, delving deeper into data, knowing when to stop analysing and start deciding and the limits of data in decision making.
- You will also consider the ethical and organisational issues of data such as implementation, GDPR, privacy, hacking and other concerns.