



## Data Science for Business Intelligence

### Course Description:

This course is a 5-day course designed to provide beginners with a foundational understanding of how data science is used to drive business insights and decision-making. In this course, you will learn the basics of data collection, cleaning, visualization, and analysis, as well as machine learning techniques for predicting and modelling business outcomes.

By the end of the course:

You will have a strong understanding of how data science can be applied in business intelligence and the impact it can have on an organization.

This course is ideal for beginners interested in pursuing a career in data science or business intelligence or for professionals who want to gain a basic understanding of data science and its applications in their field.

### Who should attend?

**This course is designed for beginners who are interested in pursuing a career in data science or business intelligence. It is also suitable for professionals who want to gain a basic understanding of data science and its applications in their field. Specifically, the course is ideal for:**

- Business professionals who want to gain a deeper understanding of data science and how it can be applied to business intelligence.
- Data analysts who want to expand their knowledge of data science and machine learning in a business context.
- Students who are interested in pursuing a career in data science or business intelligence and want to gain a foundational understanding of the field.

### Course Objective:

- Develop a foundational understanding of data science and its applications in business intelligence, including key concepts, techniques, and tools used in the field.
- Learn how to collect, clean, and preprocess data for analysis, including basic data manipulation using spreadsheets.
- Gain proficiency in data visualization techniques and learn how to communicate insights to stakeholders effectively.
- Learn how to apply simple machine learning algorithms to business problems, including supervised and unsupervised learning techniques, and understand how these algorithms can be used to drive business insights and decision-making.

### Course Outline:

## Day one:

### **Introduction to Data Science and Business Intelligence**

- Understanding the basics of data science and business intelligence
- Key differences between the two fields
- Overview of popular data science tools and techniques

## Day Two:

### **Data Collection and Cleaning**

- How to collect and clean data for analysis
- Introduction to spreadsheets and basic data manipulation using Microsoft Excel or Google Sheets
- Hands-on exercises in data cleaning and formatting

## Day Three:

### **Data Visualisation and Analysis**

- Basics of data visualisation and how to communicate insights to stakeholders
- Introduction to creating charts and graphs in Excel or Google Sheets
- Hands-on exercises in creating basic data visualisations and identifying patterns in data

## Day Four:

### **Introduction to Machine Learning**

- Overview of machine learning and its applications in business intelligence
- Introduction to supervised and unsupervised learning
- Hands-on exercises with simple machine learning algorithms in Excel or Google Sheets

## Day Five:



## **Business Intelligence Applications and Conclusion**

- Real-world examples of how data science and machine learning are applied in business intelligence
- Discussion on the business impact of data science and its limitations
- Closing thoughts and next steps for pursuing a career in data science for business intelligence.