



Level 3:
Master

Level 2:
Practitioner

**Level 1:
Alignment and
Understanding**

Data Literacy Level 1

Designed For Business Support Functions: e.g. Finance, HR, Marketing, Sales

- Tailored Technical Depth
- Microsoft Software
- Industry Mentor / Tutor
- Delivered Virtually on a unique Learning Platform

Data Literacy Level 1 – Business Support Functions

Increase your organisation's overall data literacy and data analytics maturity level.

Who is it for?

This Level 1 data literacy course is aimed at anyone who wants to understand and improve their overall data literacy and analytics maturity and works in a company support function like Finance, HR, Marketing or Sales

Who should attend?

Ideally it should be attended by a mix of Business Analysts / Managers / Decision Makers from support functions such as finance, supply chain, HR, procurement and IT technical data and analytics specialists within an organisation. The mix is because successful data analytics projects result when there is positive solid collaboration between the business, operations, and IT departments.

Learning Outcomes

Participants will:

- Understand the type of business questions that are increasingly being answered by Data Analytics platforms and tools that can add value to their organisation
- Understand of the strategic value of using data for decision making in business
- Understand how to harness the latest data architectures used in providing the required data to analytics systems to answer the business questions relative to the new industry 4.0 era
- Be able to apply the latest analytic techniques, tools, and algorithms in the market to speed the harnessing of data for business advantage.

Start Dates (spaces limited)
September 28th, 2020

Duration
3 days effort over 3 weeks.

Week 1
7 online lectures of 60 to 90 minutes

Week 2/3
16 hours non-contact time to complete course project
3 Master online mentoring sessions of one hour each

Week 3
online presentation of project results to class at end of course.

Delivered by
Dave Clarke Analytics

Cost
€795 ICBE Members
€1100 Non-Members

Bookings
alison@icbe.ie

