Data Analytics Success – From Question to Impact

Master the journey from defining the business questions to delivering insights that drive stakeholder action

Duration: 5 half days live online

Course Overview

In today's fast-paced digital landscape, data analytics isn't just an advantage—it's a necessity. Becoming a data-driven organisation is essential for success. As part of digital transformation initiatives, companies must go beyond over reliance on data scientists. Every employee needs the ability to read, write, and communicate with data.

This course is designed to equip data analysts with the essential skills, tools, and mindset needed to embrace data-driven decision-making with confidence.

Through a highly practical and interactive approach, you'll learn how to successfully navigate a data analytics project from start to finish.
Success in data analytics requires a holistic approach across organisational, process, and technology dimensions, along with strong collaboration between business and IT. This course provides a comprehensive framework to help you bridge these gaps, ensuring your analytics initiatives deliver real impact.

Who should attend?

This course is designed for technical and non-technical professionals, who already have a good grounding in data analytics and want to be active participants in their company's data-driven decision making. Whether you're eager to work hands-on with data or love diving deep into analytics with **Power BI**, this course will equip you with the skills to turn data into actionable insights.

How certification is earned

Delegates will collaborate in teams on a simulated data analytics project, working through real-world business questions to uncover actionable insights. Throughout the process, they will apply key analytics techniques to transform raw data into meaningful recommendations.

To earn certification, participants will present their insights and proposed actions to stakeholders (Instructors in this case), demonstrating their ability to navigate a data analytics project from start to finish.

Context

This course empowers professionals across data-driven organisations with the skills to confidently interpret data, generate insights, and drive informed decision-making, ensuring data is embedded into everyday business conversations and strategic actions. "The BARC Data, BI and Analytics Trend Monitor 2025 reports emphasise that while AI and automation are transforming industries, the foundation of success lies in robust data practices like quality and governance, along with a strong data culture."

Course Objectives

By the end of this course, participants will be able to:

- **Understand What Drives a Successful Data Analytics Project:** Learn the key factors for delivering effective data analytics initiatives, from project planning and stakeholder engagement to execution and impact measurement.
- **Apply Data Analytics Best Practices:** Implement processes, tools, roles, responsibilities, collaboration strategies, and risk & expectation management to build effective and sustainable data programs.
- **Improve Data Analytics Literacy:** Gain the skills to confidently understand, interpret, and utilise data, empowering smarter, more informed decision-making that drives business success.
- **Harness Analytics Tools for Business Impact:** Leverage leading data analytics tools to answer critical business questions, extract meaningful insights, and support data-driven decision-making.
- **Master Storytelling with Data:** Learn to create clear, compelling data-driven narratives that not only present insights but drive action and decision-making.
- **Enhance Critical Thinking for Data Interpretation:** Develop the ability to recognise biases, misleading statistics, and data pitfalls, ensuring accurate and reliable conclusions.
- **Understand Ethical Considerations in Data Analytics:** Gain awareness of bias in AI models, responsible data use, and compliance frameworks, ensuring ethical and transparent analytics practices.
- **Enhance Communication & Collaboration:** Learn to create clear, impactful visualisations and present data-driven narratives that influence stakeholders and foster cross-functional and intergenerational collaboration.

Prerequisites & pre-reading guidelines

This course requires commitment to fully engage with the material and maximise learning.

Participants must have Power BI Desktop (at least the trial version) installed on their laptop. A familiarity with Excel and Power BI is required.

In advance, attendees will receive a curated list of industry white papers, pre- requisite webinars to provide essential background knowledge. and a Power BI tutorial link all of which should be reviewed before the course.

Related courses

More bespoke expert level workshops and project mentorship are available on request.

Expleo Academy is happy to discuss your specific training needs to advise on your optimal learning pathway.

Course Outline

Day 1: Intro to Data Analytics & Literacy

- Lesson 1:
  - The data world.
  - The crowded vendor spaces.
  - Generative AI, its implications and implementation challenges.
- Lesson 2:
  - Modern Data Analytics Use Case approaches.
  - Delivery Methodology & Collaboration
- Lesson 3:
  - Modern Data Architectures
  - Microsoft Analytics Technology Stack
  - Microsoft Power BI
  - Microsoft Power BI Service
- Demo of Final Project dashboards
- Group & Individual Exercise
  - What is the right business Question?
  - What expertise & Team do you need?

Day 2: Generative AI and Data

- Lesson 1:
  - Power BI Power Query
  - Clean your data.
  - Using visuals to assess data quality.
- Lesson 2:
  - What to look for in your data with Power BI
  - Transform your data in Power BI – creating your analytical base table (ABT)
  - Classified and Unclassified data.
- Group & Individual Exercise
  - Load your data. – incl. Demo by tutor
  - What visuals would you use to describe your data in Power BI?

Day 3: Get to know your data

- Lesson 1
  - Business to Data Understanding
  - Initial statistical investigative techniques
  - Business Question to model mapping
- Lesson 2:
  - What can Power BI do?
  - What can Power BI not do?
  - Using analytical visualisations
- Group & Individual Exercise:
  - Load more data in Power BI! – incl. Demo by tutor
  - Choose your analytical models
  - Present your analytical models

Day 4: Present your data

- Lesson 1:
  - Know your audience!
  - Preparing your data to present to your audience.
  - What insight can your data give?
  - What action do you want your audience to take?
- Group and Individual Exercise:
  - Load New data to Power BI – incl. Demo by tutor
  - Agree the business question.
  - Assess the data.
  - Present your analysis!

Day 5: Presentation Day

Contact

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