

Business Analytics and Modelling with Excel

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Business analytics is the methodology or tool that breaks down past performances to draw the plan for the future and make informed decisions. It essentially comprises of quantitative and statistical analysis, predictive modelling, data mining, multivariate testing, and more.

This course aims to equip managers and business executives with the tools and framework to make data-driven decisions. Participants will learn about visualising the insights in a way that's relatable, making it easier to see what actions needs to be taken and ultimately how this information can be used in the business.



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Learning Objectives:

- ❖ Develop strategic critical thinking and problem-solving skills using data analytics and MS Excel Tools
- ❖ Learn to build business models using MS Excel
- ❖ Learn to tell a story with data to influence human behaviour and improve the decision-making process
- ❖ Build high-performing teams that make better informed decisions as a group rather than as separate individuals
- ❖ Become a more strategic leader and decision-maker by understanding the long-term impact your decisions can have on your organisation



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Course Outline

Topics	
Intro to business analytics	A use case with Operations analytics using Excel
Business use case discussion	A use case with Credit risk modelling with Excel
Intro to MS Excel and useful functions	Building business dashboard with excel
Business Analytics pipeline with Excel	
Business Modelling with Excel	

