

Business Analytics Essentials

Foundation Flagship Programme

Course Strapline

Build a practical foundation for turning business questions and data into evidence, insight and better decisions.

Course at a Glance

Course Duration	Five days / 25 instructional hours On-demand equivalent	Delivery Modes	Classroom Live Virtual On-Demand Blended In-company
Level	Foundation	Digital Materials	Integrated analytics case, datasets, analytical workshops, decision exercises and practical analytics tools
Certificate	INDENTRA course-completion record, where applicable	Professional Recognition	PMI Talent Triangle® - 25 PDUs

PMI Talent Triangle® and Professional Development Units (PDUs)

Total PDUs: 25	Ways of Working: 15	Power Skills: 4	Business Acumen: 6
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Course Overview

Business Analytics Essentials develops the practical thinking required to move from a business question to trustworthy evidence, analytical insight and a defensible recommendation. Participants work through an integrated business case and explore descriptive, diagnostic, predictive and prescriptive analytics while learning how data quality, assumptions, uncertainty, visual communication and decision context affect the usefulness of analysis. The course emphasises analytical judgement and workplace application rather than tool-specific button clicking, making it relevant across functions and technology environments.

Learning Outcomes

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

- Explain the role of business analytics in evidence-based decision-making and distinguish descriptive, diagnostic, predictive and prescriptive analytics.
- Translate business situations into clear analytical questions, measures, KPIs and success criteria that support decision-making.
- Assess data sources, data quality, sampling, bias and assumptions and apply descriptive and diagnostic reasoning to business evidence.
- Use forecasting, scenario and sensitivity thinking to support decisions while recognising uncertainty, limitations and model risk.
- Communicate analytical findings through concise visuals, narratives and recommendations and prepare a practical analytics approach for workplace application.

Benefits

Benefits to the Individual

- Build an end-to-end understanding of the analytics decision cycle from business question to recommendation.
- Strengthen judgement in assessing data fitness, analytical assumptions, uncertainty and limitations.
- Apply descriptive, diagnostic, predictive and scenario reasoning to realistic business decisions.
- Communicate evidence more clearly through concise visuals, narratives and defensible recommendations.

Benefits to the Organisation

- Improve the quality and consistency of evidence-based decision-making across functions.
- Strengthen data-quality awareness and reduce unsupported analytical conclusions or overstated certainty.
- Create a common analytics language linking business questions, measures, evidence, models and decisions.
- Support more credible reporting, forecasting, scenario analysis and stakeholder communication.

Who Should Attend?

Designed for managers and team leaders who use data to make decisions; business, financial, operational and performance analysts; business analysts moving into data-enabled analysis; project, programme and transformation professionals using analytical evidence; and professionals beginning or consolidating business analytics practice.

Prerequisites and Equipment

No formal analytics qualification is required. Basic spreadsheet familiarity is useful, and participants should be prepared to work with realistic datasets and business cases. A laptop or tablet may support data exercises, visualisation, modelling and digital learning materials.

Learning Approach

The programme combines analytical concepts with an integrated business case, realistic datasets, decision questions, guided analysis, interpretation and peer review. Participants move from business-question framing through data assessment, descriptive and diagnostic analysis, prediction and scenarios, then insight communication and workplace application. On-demand learning follows the same sequence through structured digital content, guided datasets and cases, worked examples, knowledge checks and practical analytical outputs.

Digital Learning Materials

Digital participant resources support classroom, virtual, blended and on-demand learning and may include:

- Digital workbook covering business questions, analytics types, data quality, descriptive and diagnostic analysis, prediction, scenarios and insight communication.
- Templates for analytics-question framing, data-source and quality assessment, analytical reasoning, scenario analysis, visual storytelling and recommendation development.
- Integrated analytics case, realistic datasets, decision exercises, worked examples and guided analytical workshops.
- Knowledge checks and job aids covering measures, data fitness, descriptive statistics, correlation and causality, uncertainty, model risk and responsible analytics.
- Reusable analytical artefacts and a workplace-application plan.

Assessment, Certification and Professional Recognition

Completion requires participation in case discussions and data exercises or equivalent on-demand activities; completion of the principal analytical or decision-support outputs; contribution to the integrated case, model, dashboard or application workshop; and completion of knowledge checks and a workplace application or study plan. An INDENTRA completion record may be provided where applicable. No third-party certification is claimed unless explicitly confirmed. Eligible PMI credential holders may claim 25 Education PDUs: 15 Ways of Working, 4 Power Skills and 6 Business Acumen.

Course Outline

The course comprises five integrated modules and 25 instructional hours, typically over five days. The on-demand equivalent preserves the same outcomes, guided analytical case, datasets, knowledge checks and practical outputs in a structured self-paced format.

Module 1 - Business Questions, Analytics and Decision Context

Establish the analytics decision cycle and translate business problems and opportunities into clear analytical questions, measures and success criteria.

- Business analytics and the decision lifecycle.
- Business problems, opportunities and research questions.
- Measures, KPIs and analytical success criteria.
- Descriptive, diagnostic, predictive and prescriptive analytics.

Applied Activity - Business Analytics Question Canvas

Participants use the integrated case to define the decision context, frame analytical questions, identify success measures and select the most appropriate analytics perspective.

Module 2 - Data Foundations and Descriptive Analytics

Assess data fitness and use descriptive methods to summarise business performance, distributions, patterns and variation.

- Data sources, structures and measurement.
- Data quality, profiling and preparation.
- Descriptive statistics and distributions.
- Summarising business performance and variation.

Applied Activity - Data Source and Quality Assessment

Participants review the case data, identify quality and measurement issues, define preparation actions and produce a concise descriptive summary of business performance and variation.

Module 3 - Diagnostic Analysis and Analytical Reasoning

Investigate differences, relationships and potential explanations while recognising the limits created by sampling, bias, uncertainty and causality.

- Segmentation, comparison and root-cause questions.
- Relationships, correlation and causality awareness.
- Sampling, bias and uncertainty.
- Testing explanations against evidence.

Applied Activity - Descriptive and Diagnostic Analysis Workshop

Participants segment and compare case evidence, test possible explanations and prepare a diagnostic summary that separates supported findings from assumptions and unresolved uncertainty.

Module 4 - Prediction, Scenarios and Decision Support

Use forecasting, scenarios, sensitivity and prescriptive reasoning to support choices while making assumptions, trade-offs and model limitations explicit.

- Forecasting and predictive thinking.
- Scenario analysis and sensitivity.
- Prescriptive reasoning and trade-offs.
- Assumptions, limitations and model risk.

Applied Activity - Prediction and Scenario Decision Worksheet

Participants develop a simple prediction or scenario view for the case, test sensitivity to key assumptions and document implications, trade-offs, limitations and decision risks.

Module 5 - Insight Communication, Governance and Application

Turn analytical evidence into clear insight and recommendations while addressing stakeholder challenge, responsible analytics and workplace application.

- Visualisation and analytical storytelling.
- Recommendations, decisions and stakeholder challenge.
- Ethics, privacy and responsible analytics.
- Integrated case review and workplace application plan.

Applied Activity - Insight Storyboard and Recommendation Brief

Participants convert the integrated case evidence into a concise visual story and recommendation brief, explain uncertainty and limitations, and prepare a practical workplace-application plan.

Tools, Frameworks and Practical Outputs

Participants progressively build and use a practical set of business analytics artefacts through the integrated case:

- Business analytics question canvas plus measures, KPIs and analytical success criteria.
- Data-source and quality assessment plus descriptive and diagnostic analysis summary.
- Prediction and scenario decision worksheet with assumptions, sensitivity, trade-offs and model limitations.
- Insight storyboard, recommendation brief and personal workplace-application plan.

Delivery Modes Available

Live Classroom | Live Virtual Classroom | On-Demand Learning | Blended Learning | Corporate / In-company. Classroom delivery uses facilitated discussion, analytical cases, datasets, modelling tasks and immediate feedback. Live virtual delivery uses collaborative workspaces, data exercises, breakout analysis and guided model development. On-demand learning provides a structured self-paced route using the same core outcomes, digital resources, guided case exercises, datasets, worked examples, knowledge checks and practical outputs. Blended learning combines preparation, live sessions, applied assignments, analytical work and follow-up application. Corporate delivery may incorporate organisational datasets, KPIs, decisions, terminology, tools, governance and analytics maturity where appropriate.

Course Enquiries

Visit www.indentra.co.uk/business-analytics-essentials for the latest course information, delivery availability and enquiry options.