

Micro-Credential in Analytics for Decision-Making (Joint Certification with Microsoft)



Delivery mode: Online

Duration of Study: 6 Weeks / 21 Hours

Level: Advanced

Digital Technology

Digital technologies have advanced more rapidly than any innovation in history, transforming societies and becoming a powerful driving force in business innovation.

Hence with the rise of digital economy, Digital Technology skills such as formulating conclusions from data analysis and understanding the components of analytics model are vital for employees in the digital era.

It is more important than ever that emerging talents are cross-disciplined, have wider skill set and a broader experience. Therefore, a comprehensive understanding of effective data management and analysis is crucial in deploying IT systems that run business applications and provide analytical information to help drive operational decision-making and strategic planning by Corporate Executives, Business Managers and other end-users.

Programme Overview

This course will raise the learner's awareness to the correct methods of data visualisation. It was designed to highlight the significance of managing data processing throughout an organisation. You will learn to formulate ideas while overseeing data analysis and the analytics model. The objective is to centralise your knowledge of data analysis methods from the managerial perspective.

Assessment

- Coursework: 100%
- Examination: None

Areas of Knowledge

- Explain the different types of analytics, and how it is being used in the various aspects of business operations.
- Perform the analytics project according to the business context.
- Build advanced analytics through multiple data sources.
- Produce findings on the analytics through business reports, visualisation, and performance dashboards.

Why UNITAR?

5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

AFFORDABILITY

HRDF and various financial aid available.

UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

COURSE PROGRESSION >>>

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Master of Information Technology (Online)

Course Modules

Data Analysis: A Practical Introduction for Absolute Beginners

- Understand data's many contexts, origins and applications in life, work, and society.
- Understand introductory level data and mathematical concepts.
- Work with different types of data.
- Become data literate with the basic data analyst toolkit, including data storytelling.
- Apply summary statistics to analyse and understand data sets.
- Apply analytics methods to industry and business scenarios.
- Learn about data analyst career paths.

Data Visualisation: A Practical Approach for Absolute Beginners

- Build the most-used and simplest data visualisations and chart types.
- Understand how interaction, design, and the science of visualisation enhances basic data visualisation artifacts.
- Create basic reports and dashboards for applications in work and life.
- Learn how to avoid common pitfalls, and make visualisations that work.

Introduction to Data Analysis using Excel

- Create flexible data aggregations using pivot tables.
- Represent data visually using pivot charts.
- Calculate margins and other common ratios using calculation on pivot table.
- Filter data using slicers in multiple pivot tables.
- Create aggregate reports using formula-based techniques.

Analysing and Visualising Data with Excel

- Gather and transform data from multiple sources.
- Discover and combine data in mashups.
- Learn about data model creation.
- Explore, analyse, and visualise data.

Analysing and Visualising Data with Power BI

- Connect, import, shape, and transform data for Business Intelligence (BI).
- Visualise data, author reports, and schedule automated refresh of your reports.
- Create and share dashboards based on reports in Power BI desktop and Excel.
- Use natural language queries.
- Create real-time dashboards.



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