RMIT Online

BUSINESS ANALYTICS AND VISUALISATION

BUSINESS ANALYTICS WITH SQL AND PYTHON

FUTURE SKILLS BUNDLE

Business Analytics

Develop practical, highly sought-after skills in Excel, data analysis and visualisation, SQL and Python with our two courses in Business Analytics. Harness the power of data-driven decisions to drive business value and increase your employability within the industry.

INDUSTRY PARTNERS:

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Why study Business Analytics

Today, the ability to interpret and present information and drive data driven decisions is no longer reserved for data scientists and mathematicians. In 2019, LinkedIn cited that data reasoning was the third most sought-after skill by companies. With over 2.5 quintillion bytes of data created each day, businesses are now more than ever looking to recruit business analytics talent to support their sustained growth.

At RMIT Online, we have a suite of courses to provide you with the skills to tackle the world of data analytics, which can be taken standalone or one after the other dependent on your desired outcomes.

Data analysis, SQL, and data management were found to be the **top 3 most in-demand skills** for data analysis jobs.

(BURNING GLASS, 2017)

There are currently over **2,000 data analyst roles** online.

(SEEK, 2020)

Demand for data science jobs grew 29% in 2019, a 344% increase since 2013.

(INDEED, 2019)

Why study Business Analytics

If you're seeking a foundational understanding of business analytics with the presentation and communication of data, we recommend starting with Business Analytics and Visualisation. If you're looking to understand how to drive powerful analysis and predictions for your team or business, we recommend taking Business Analytics with SQL and Python.

For a comprehensive understanding of business analytics visualisations and predictive analytics, we recommend you take both courses, ideally starting with Business Analytics with Visualisation, followed by Business Analytics with SQL and Python.

	COURSE 1 **Business Analytics and Visualisation**	COURSE 2 **Business Analytics with SQL and Python**
Objective	Develop the foundational and practical skills to make data driven decisions and communicate these using Excel and Tableau.	Acquire foundational skills in SQL and Python and deliver powerful analysis and predictions for your team or business.
What you'll learn	This course will cover the following areas: • Intro to data analytics • Business applications using data • Market research • Spreadsheets, metrics, modelling in Excel • Data visualisation with Tableau	This course will cover the following areas: • Data project life cycle • Collate, query and join data using SQL • Introduction to Python for data analysis • Pandas and NumPy • Forecast data modelling • Presenting data to support forecasting
Course outcome	By the end of this course you'll be able to use Excel and Tableau to drive powerful analysis and insights, execute advanced Excel and Tableau data visualisations, and build a data visualisation storyboard to showcase business insights.	Upon completing this course, you'll be able to collect and analyse data with SQL, forecast, business scenarios, and communicate your findings with Python.

Who these courses are for

Our Business Analytics and Visualisation and Business Analytics with SQL and Python courses are designed for mid-level professionals looking to develop a strong skillset in business analytics and improve their employability.

These courses are also ideal for career changers looking to gain practical skills and kickstart a new career in data and analytics. Ideal students for this course will come from, but are not limited to the following areas:

- Marketing
- Operations
- Product
- Sales
- Strategy
- Commercial
- Management / leadership

DURATION:
- 100% online, 6 weeks, 8-10 hours per week, per course
- 12 weeks, or 96-120 hours total for two courses

PRICE:
- $1,200 GST inc. per course
- Bundle price for two courses is $2,000 inc. GST (save 17%)

PREREQUISITES / LEVEL OF STUDY:
There are no prerequisites.

METHOD OF STUDY:
Online study, including interactive videos, assignments, prescheduled webinars, and a 1:1 online session with mentors and industry experts.

ENROLMENT:
You can enrol online at any time, the whole process only takes few minutes.

Why study with RMIT Online

RMIT Online is for students who want real world training from industry professionals. We call this the RMIT Online edge. Get ready to sharpen those skills.

Digital credential

The cutting-edge skills you'll learn are rigorously assessed and recognised by both a leading university and key employers in the field of study through a digital credential.

Connect with industry

Our courses are designed with high profile partners to ensure you're job ready, learning practical skills that align with industry best practice.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and create a project for a real world business scenario, allowing you to see the immediate impact of your learning within your organisation.

100% online flexible learning

The freedom of online learning means you can study whenever you want, wherever you want, in a manner that suits your work and lifestyle.

Collaborative online experience

Never feel like you're studying alone and feel supported with our team of expert industry mentors, SMEs, and the learner success team.

Credit pathways

At RMIT Online, we're committed to supporting your lifelong learning journey. Our flexible learning pathways can be tailored to align with your individual educational goals. When taken in combination with other specific Future Skills short courses, this course is eligible for credit into certain RMIT degree programs, subject to entry requirements. Click here for more information.

Course 1: Business Analytics and Visualisation

Learn the foundations of business analytics by familiarising yourself with Excel and tell compelling stories through data visualisation with Tableau.

MODULE 1

Introduction to data analytics

- Understand what data analytics is, the tools available, and how data analysts add business value
- Investigate different data types and sources and determine the relevant data to answer business questions
- Explore basic Excel functions for data analytics

Milestone: Define a business question and determine the right data to address this question

MODULE 2

Using data in Excel

- Comprehend comma separated values (CSVs) and how to import them into Excel
- Understand the importance and steps required to clean and wrangle data
- Learn how to import and link Excel sheets

Milestone: Create a checklist of tests to ensure data is useable from a CSV

MODULE 3

Data visualisation

- Identify the benefits of data storytelling
- Create pivot tables and charts in Excel
- Learn how to navigate Tableau and import Excel data

Milestone: Produce an Excel pivot table or Tableau data dashboard

MODULE 4

Data modelling in Tableau

- Understand data modelling and be introduced to Tableau Prep and Desktop
- Explore ways to clean and shape data
- Build a dashboard to tell a story using data

Milestone: Reflect on excel summary stats or Tableau visuals from a supplied data set

MODULE 5

Your data analytics project

- Analyse your own data set using functions in excel and filters in Tableau
- Clean and shape data in Tableau
- Build a storyboard to communicate your data's results
- Prepare for your final project

Milestone: Produce an Excel visual or Tableau worksheet from your own or supplied data set

MODULE 6

Final project

Develop a slide deck presentation using templates, guidelines and business styles which addresses the following:

- Define the business question and need for data analysis
- Begin collecting data from sources
- Clean through unnecessary data
- Begin analysing the data
- Interpret results and apply them
- Anticipate ethical and legal considerations for the business
- Justify the business approach taken to address your business question

Course 2: Business Analytics with SQL and Python

Learn the data analysis process of wrangling, exploring, analysing, and communicating data using SQL and Python.

MODULE 1

Understanding the data analytics process

- Understand how to frame a business question and explore the data project lifecycle
- Define key performance metrics and the data needed to solve a business problem
- Examine a dataset in Excel set to see alignment with a business question

Milestone: Clarify the right type of questions to support business decision making

MODULE 2

SQL

- Explore various types of SQL and create and insert data into a table
- Run basic and intermediate queries and classify data within a dataset
- Use Join to combine queries for data aggregation
- Develop an Entity Relationship (ER) model

Milestone: Obtain data from SQL databases to run queries and develop an ER model from a supplied data set

MODULE 3

Cleaning and wrangling data

- Identify data to clean and artefacts to drill into data analysis
- Connect Python to an SQL database and replicate how to extract SQL data to Python
- Import CSV data into Python and address key business questions

Milestone: Import a CSV file into Python and apply data analytics

MODULE 4

Panda and NumPy

- Introduce Panda and NumPy libraries for data analysis and where to use them
- Utilise Panda in your dataset and address missing data analytic functions with NumPy
- Visualise data using Pandas and be introduced to advanced libraries

Milestone: Visualise your data using Pandas

MODULE 5

Interpreting results

- Outline a forecasting model and build a forecast model using Python
- Use segmentation outcomes to test the forecasting model using recency, frequency and monetary value
- Apply static, animated, and interactive visualisation in Python to your dataset
- Use Matplotlib to develop charts that can be used to present insights

Milestone: Use geospatial data features to provide forecasting models of your dataset

MODULE 6

Final project

In this module, you'll prepare for your final project in which you'll:

- Set a business question
- Analyse and shape the data to create a data visualisation
- Create and present your findings in a slide deck presentation to your audience

Who's supporting you

Just because it's online, doesn't mean you're on your own. RMIT Online's support network includes 1:1 feedback from our industry mentors, real-world insights, and study support from our learner success team. Our industry partners have helped shaped and build this course to ensure the content is up to date and best practice.

accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology, and operations. Working at the intersection of business and technology, Accenture helps clients improve their performance and create sustainable value for their stakeholders.

xello

Xello is an information technology and services company that helps businesses in their decision making with the new wave of cloud, multicloud, security & identity and data analytics solutions.

Menulog

Menulog is Australia's widest-reaching online food delivery service with the greatest choice of both restaurants and cuisine types on offer. Menulog connects more than 3 million active customers with over 13,600 local restaurants via menulog.com.au and mobile apps.

Learner success team, RMIT Online

Our learner success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

Expert industry mentor
Lachlan Russell

Our industry mentors are available to provide 1:1 feedback and guidance on your course work. Our mentors on this course include people like Lachlan Russell. Lachlan is an analytics professional at UberEats Marketplace. His work includes producing insightful enterprise-level solutions in industry to field service management, operational supply and demand, customer analytics and machine learning classification problems.

Subject matter expert
Ansari Imamudheen

RMIT Online has built our courses in partnership with industry, providing you with the latest industry insights and best practices from the real world of work. Our subject matter experts on this course include people like Ansari Imamudheen. Ansari is the Data and Product Analytics Manager at BetEasy. With over 7 years' experience in interpreting and analysing data for driving business solutions, Ansari also has graduate and post graduate qualifications in Business Analytics and Engineering and is certified in Tableau and trained in Agile Scrum.

How online learning works

This is a basic breakdown of how your course works. You can always find more information at online.rmit.edu.au

Before the course starts

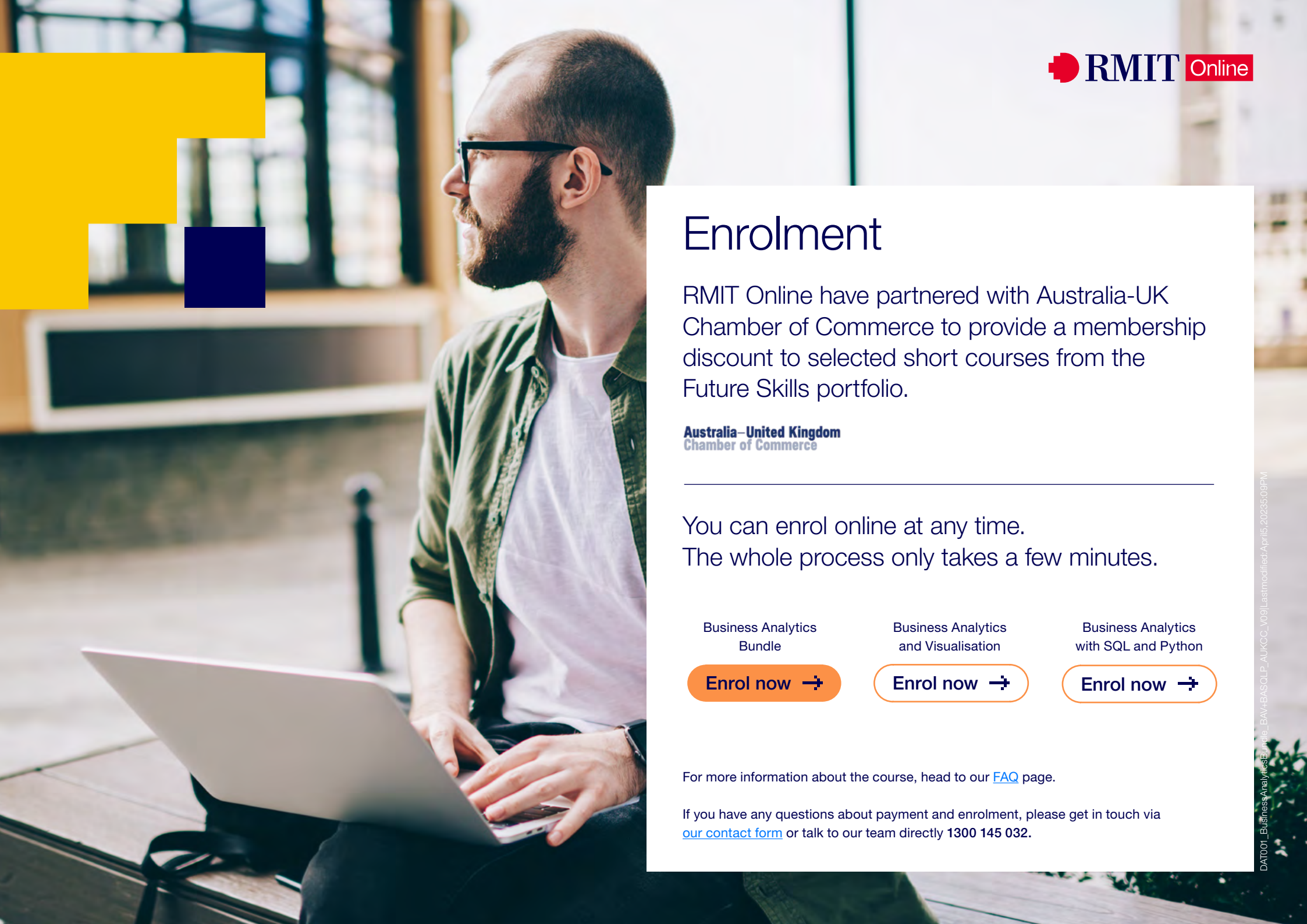
Before we get cracking, you'll need access to a computer with broadband connection. Any 64-bit operating system with at least 8GB of RAM should work. We'll help you install any software you might need, but in the meantime, download Slack and Zoom, and make sure your webcam and speakers are working.

During the course

A lot of your RMIT Online Future Skills course will consist of video snippets. You can watch these whenever you like. There are also regular interactive webinars, online forums to chat with your peers and a scheduled 1:1 session with your industry mentor. We'll set up Slack channels so you can connect with your classmates and grow your professional network. You can also reach out to your Course Manager if you ever need help.

Tools

- Video lectures
- 1:1 mentor sessions
- Webinars
- Slack channels and forums



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Enrolment

RMIT Online have partnered with Australia-UK Chamber of Commerce to provide a membership discount to selected short courses from the Future Skills portfolio.

Australia–United Kingdom Chamber of Commerce

You can enrol online at any time.
The whole process only takes a few minutes.

Business Analytics Bundle	Business Analytics and Visualisation	Business Analytics with SQL and Python
Enrol now →	Enrol now →	Enrol now →

For more information about the course, head to our FAQ page.

If you have any questions about payment and enrolment, please get in touch via our contact form or talk to our team directly **1300 145 032.**