

Impact of Data Analytics

Data is the lifeblood of every organisation and staggeringly, 61% of organisations manage one petabyte of data. All data requires storage; therefore, organisations are facing increasing costs in storing data which they could be actively using. According to a report from the department of finance:

UK businesses are losing approx.

£244

billion a year and

45%

linked to

errors and
oversights in
analysing and
using data.

Aside from revenue, ineffective data management can hinder the performance and success of an organisation, often leading to uninformed decisions being made. It is reported that business who use effective data analytics and data management demonstrate **EBITDA (Earnings before interest, tax, depreciation, amortisation)** increases of 25%.

A report from McKinsey states that organisations who are data driven can demonstrate **EBITDA** increases of 25% against those who do not use data efficiently.

EBITDA

Earnings Before Interest, Tax, Depreciation, Amortisation

**ENHANCE YOUR BUSINESS PERFORMANCE,
ACHIEVEMENTS AND EFFICIENCIES BY
DRIVING THE DATA ANALYTICAL
CAPABILITIES OF YOUR TEAM
MEMBERS TO THE MAXIMUM.**

Data should get properly managed
by all departments



Data Analytics – HR

As a HR professional, data is the lifeblood of the organisation and can give us in depth information relating to our colleagues. By being able to collate, interpret and present data, it will give you confidence in using tools such as Excel/Power BI to enable you to draw conclusions around colleague performance, feedback, absence data and many other reports which you will need to use alongside your HR strategy.



From using the learning in this course, we been able to save 2,163 days absence across its organisation due to collating and reviewing data regarding employee wellbeing

From a learner who has completed our Data Analytics course

Data Analytics – Marketing

As a marketing professional, data is critical in keeping ahead of the competition and future proofing the organisation. It can give us in depth information relating to our customers databases, target demographics, product demand and industry trends.

After completing this course, you will be able to collate, interpret and present data using different data sets and it will give you confidence in using tools such as Excel/Power BI to enable you to draw and present conclusions around all these topics.

It will also enhance your skills in data driven decision making and boosting input into creating or driving your marketing strategy.

Data Analytics – Line Manager

Data analytics is essential for line managers as it empowers them to make informed decisions that drive performance and efficiency. By understanding and interpreting key data, managers can set meaningful KPI to optimize business operations. Effectively using tools like Excel allows line managers to visualise trends, create actionable insights and ultimately improve overall organizational outcomes, helping their teams stay competitive and agile in today's data-driven landscape.



The course had made the regular reporting of change management quicker and more robust, saving approximately 4 hours per week

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Our programmes range from Higher National Certificates, Diplomas, and Higher Technical Qualifications to L3 and L4 apprenticeships and bespoke programmes but with focus on the commercial Data Analytics programme.

**Join our next
Data Analytics
programme
to unleash its
power in your
business**

