



**MC Academy**  
English Language School

52-54 Mount Pleasant  
Liverpool L3  
0151 665 0501 📞

Second Floor, 21-23  
Oldham St,  
Manchester M1 1JG

0161 236 7575 📞  
info@themcademy.co.uk ✉️  
www.themcademy.co.uk 🌐

## Introduction to Data Analysis and Business Decision Making - Information Sheet

**Course:** Introduction to Data Analysis and Business Decision Making

**Entry Level:** Intermediate to Advanced

**Hours offered:** 20 - 25 hours

**Is this course available online?** Yes

**Which school is this course available at?** MC Academy, Liverpool and MC Academy, Manchester

**Who do I contact to apply:** liv@themcademy.co.uk (LIV) **OR** info@themcademy.co.uk (MCR)

**What is the class size?** 16 students maximum

**Who is this course for?**

Curriculum: Introduction to Data Analysis for Business Decision Making (Short Course)

### Course Overview and Introduction to Data Analysis

- Course introduction and objectives
- Importance of data analysis in business
- Types of data: Qualitative vs. Quantitative
- Basic data collection methods

### Day 2: Data Cleaning and Descriptive Statistics

- Data cleaning techniques and handling missing data
- Measures of central tendency: Mean, Median, Mode
- Measures of dispersion: Range, Variance, Standard Deviation
- Introduction to data visualization: Charts and Graphs

### Day 3: Statistical Inference and Correlation

- Basics of probability
- Sampling methods and confidence intervals
- Understanding correlation: Pearson coefficient
- Simple linear regression
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### Day 4: Data Visualization and Analysis Tools

- Advanced data visualization techniques
- Creating effective visual presentations
- Introduction to Excel for data analysis
- Basic functions and operations in Excel

### Day 5: Decision Making and Presenting Data Insights

- Case studies on data-driven decision making
- Practical applications in business contexts
- Communicating findings effectively
- Writing executive summaries and presenting data

**Day 6: Capstone Project and Review**

- Data analysis project using provided dataset
- Presenting findings to the class
- Peer review and feedback
- Review of key concepts and final assessment

**Additional Resources:**

- Recommended reading materials
- Online tutorials for Excel and data visualisation tools
- Discussion forums for peer interaction
- Study materials and practice exercises

This short course provides a focused, intensive introduction to data analysis for business decision-making, covering essential skills and concepts to equip students for practical applications in a professional setting.

To enquire about this course please contact [info@themcacademy.co.uk](mailto:info@themcacademy.co.uk) for Manchester and [liv@themcacademy.co.uk](mailto:liv@themcacademy.co.uk) for Liverpool.

OR

Complete an application form. And a member of our team will be in touch with you as soon as possible.

