


Lesson Plan

Module: Data Analytics

Unit: Introduction

<p>Desired Core professional goal</p> <p>Learners will learn:</p> <ul style="list-style-type: none"> - what data is and why it is important to their business - the potential of data analytics for sales channel understanding - the potential of data analytics for customer feedback understanding - the importance of and how to ensure the security and privacy of data - how business insights can be used for growth - the importance to improve staff's skills in managing data 	<p>Benchmark</p> <p>big data</p>
<p>Level</p> <p>Basic</p>	<p>Framework</p> <p>Enlighten</p> <p>Empower</p> <p>Energise</p> <p>Evolve</p>
<p>Micro-learning activities</p> <p>Learners will:</p> <ol style="list-style-type: none"> 1. read what is the module about 	

[CLICK
HERE](#)

2. watch the video on YouTube [Basic level: Module 6 - Introduction](#)
3. read the Learners Guideline [Learners Guidelines.pdf](#)