SMEs Grow Digital

Erasmus+

Est. 2006
IME GSEVEE
Small Enterprises Institute
of GSEVEE

Lesson Plan

Module: Data Analytics   **Learning Unit: Data & Analytics**

Desired Core professional goal	**Benchmark**
Learners will be able to: – understand the fundamentals of data analytics, including its definition and various types, and will also grasp the concept of data-driven decision making.	big data
Level	**Framework**
Basic	Empower

Professional micro-learning outcomes

Learners will:

- explain what data analytics is
- identify different type of Data Analytics
- identify the importance and contribution of the monitoring and measurement of data for making business decision

Micro-learning activities

Learners will

1. watch the video *Data & Analytics*
2. have the option to check out more resources:
   read this article What is Business Analytics? Definition, Importance & Examples
   https://www.linkedin.com/pulse/what-business-analytics-definition-importance-examples-jha/
   watch the video Discover the Business Value of Data Analysis
   https://youtu.be/HQEXsShJPvw.

ENAIP veneto
Dal 1951 protagonisti della crescita.

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