

Lesson Plan

Module: Data analytics

Learning Unit: How business insights can help you grow

<p>Desired Core professional goal</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> - analyse where their organisation is in terms of the use of business insights to drive growth 	<p>Benchmark</p> <p>e-platform</p>
<p>Level</p> <p>Basic</p>	<p>Framework</p> <p>Energise</p>
<p>Professional micro-learning outcomes</p> <p>Learning how to learn</p> <p>Learners will:</p> <ul style="list-style-type: none"> - reflect on their current situation regarding the use of data for decision making - identify areas for improvement - develop an action plan to better use business insights for the future success of their business 	
<p>Micro-learning activities</p> <p>Learning how to learn</p> <p>Title: Leveraging Business Insights for Growth - Self-Assessment Activities (10 minutes)</p> <p>Introduction: The ability to derive valuable business insights is crucial for any entrepreneur or business leader looking to drive growth and success. Business insights empower decision-making, enhance strategic planning, and foster innovation. In this self-assessment, we will explore various aspects of using business insights to help you grow your business.</p> <p>Instructions: Take 10 minutes to work through the following questions and scenarios. Rate your responses on a scale</p>	

of 1 to 5, where 1 indicates "Strongly Disagree" and 5 indicates "Strongly Agree."

Understanding Your Market:

a) I regularly conduct market research to identify trends, customer needs, and competitors.

1	2	3	4	5
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b) I use customer feedback and surveys to understand preferences and pain points.

1	2	3	4	5
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c) I track industry benchmarks and KPIs to gauge my business's performance.

1	2	3	4	5
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Data-Driven Decision Making:

a) I base important business decisions on data and insights rather than gut feelings.

1	2	3	4	5
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b) I invest in data analytics tools or services to extract valuable insights.

1	2	3	4	5
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c) I analyze historical data to identify patterns and make predictions about the future.

1	2	3	4	5
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Identifying Growth Opportunities:

a) I regularly brainstorm and explore new product/service offerings.

1	2	3	4	5
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b) I collaborate with my team to identify and capitalize on potential growth opportunities.

1	2	3	4	5
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c) I assess the viability of expansion into new markets or customer segments.

1	2	3	4	5
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Competitor Analysis:

a) I keep a close eye on my competitors' strategies and offerings.

1	2	3	4	5
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b) I compare my business's strengths and weaknesses against competitors.

1	2	3	4	5
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c) I use competitor insights to differentiate my business and improve offerings.

1	2	3	4	5
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Customer Retention and Satisfaction:

a) I use insights to enhance the overall customer experience.

1	2	3	4	5
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b) I track customer satisfaction metrics and use them to improve service quality.

1	2	3	4	5
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c) I implement strategies to retain existing customers and encourage loyalty.

1	2	3	4	5
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Risk Management:

a) I use insights to identify potential risks and challenges for my business.

1	2	3	4	5
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b) I have contingency plans in place to mitigate identified risks.

1	2	3	4	5
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c) I constantly reassess risks based on changing market dynamics and insights.

1	2	3	4	5
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Innovating with Insights:

a) I encourage a culture of innovation within my organization.

1	2	3	4	5
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b) I use insights to inspire new product development and improvements.

1	2	3	4	5
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c) I actively seek out emerging trends and technologies to stay ahead.

1	2	3	4	5
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Conclusion:

Total your scores for each section and assess where you stand on leveraging business insights to drive growth. Use your results to identify areas of improvement and create an action plan to better utilize business insights for the future success of your business. Remember, continuous learning and adaptation are essential for sustained growth.

- read tips on steps to create an action plan [Data analytics Energise Action Plan.pdf](#)