Lesson Plan

Module: Integrated smart workplace   **Learning Unit: Advanced Data Analytics**

Desired Core professional goal Learners will be able to – integrate and benefit from Advanced Data Analytics to enhance business efficiency and productivity.	**Benchmark** big data Machine Learning
Level Standard	**Framework** Empower

Professional micro-learning outcomes

Learners will

- understand the concept and importance of Advanced Data Analytics in the context of SMEs and micro-businesses.
- identify the key components and tools of Advanced Data Analytics relevant to their business needs.
- analyse and interpret data using Advanced Data Analytics techniques to make informed business decisions.
- apply Advanced Data Analytics to identify business opportunities and optimize operational processes.
- develop a data-driven business strategy to enhance business efficiency and productivity.
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Micro-learning activities

Learners will

1. watch the Standard level: Module 4: Empower: Advanced Data Analytics https://youtu.be/jJVnNuPljAc (3:06)
2. listen to the podcasts Advanced Data Analytics :https://www.youtube.com/playlist?list=PLYGW4T5m5Mjps93Fi5BvLKiCkdP5B8cez:

a. Podcast: Importance of Advanced Data Analytics for SMEs & micro businesses https://youtu.be/U-3qpUrhcmE (3:11)

b. Podcast: Success Stories of MSMEs benefitted from Advanced Data Analytics https://youtu.be/yuh5TaNvwnk (2:48)

c. Podcast: Key components and tools of Advanced Data Analytics relevant to your business needs https://youtu.be/LA_O2aiEv9c (2:48)

d. Podcast: Tools and technologies used in Advanced Data Analytics https://youtu.be/rsdcKvq-AfY (3:22)

e. Podcast: Data Analysis Techniques https://youtu.be/LmUkWBMOWNo (2:13)

f. Podcast: Challenges and Benefits of integrating Advanced Data Analytics into your businesses https://youtu.be/YE1fyPuekyY (3:00)

g. Podcast: Real life business applications of Advanced Data Analytics https://youtu.be/4rB7iG-l-BI (2:41)

3. have an option to do the following activities:

a. How Advanced Data Analytics can be applied to your own businesses

Brainstorm how Advanced Data Analytics can be applied to your own businesses. Write down your ideas on potential business opportunities and operational improvements through data analytics. You may do this activity either individually or collaboratively with your team or other learners discussing and exchanging ideas. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

Then check out the Infographic with Case Studies of how Advanced Data Analytics can be applied to businesses and the suggested Business opportunities and operational improvements through data analytics for more feedback and insight

b. Developing your data-driven business strategy

Follow the Guidelines for developing a data-driven business strategy to help you develop your own based your business needs. Use the Data-driven Strategy Template we provide to help you develop your strategy.

Finally use the Self-assessment checklist for your Data-driven strategy to evaluate the feasibility of your strategy. You may do this activity either individually or collaboratively with your team or other learners exchanging feedback for collaborative and mutual improvement in low scores using our

course forum our chatroom. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

4. have an option to see more resources:

a. [Advanced Analytics: Definition, Benefits, and Use Cases | Coursera](): This article explains what advanced analytics is, how it differs from business intelligence, what techniques it uses, and what benefits and examples it has.

b. [Fundamentals of Retail Analytics | Free Online Course | Alison](): This free online course covers the fundamentals, psychology, techniques and skills necessary for retail analytics. Retail analytics analyses inventories, supply chains, customer demand and sales.

c. [The Best Free Online Data Analytics Courses [2023 Guide] (careerfoundry.com)](): The article provides a list of eight free online data analytics courses for beginners, and explains the differences between free courses and paid programs. It also gives some tips on how to choose a suitable course and answers some common questions about data analytics.

d. [Best Data Analysis Online Courses - Updated [August 2023] (udemy.com)](): This page includes a collection of free and paid courses and lessons on Data Analysis.

e. [Data Analytics Webinars and Training - BrightTALK](): This is a website that offers free and unlimited talks, webinars and videos from industry experts. You can discover the latest trends and advancements in the field of data analytics from a variety of data analytics professionals including CTOs, CIOs, business analysts, data engineers, data scientists and more. You can also browse by topics, such as data visualization, machine learning, data governance, and more.

f. [Artificial intelligence: Changing landscape for SMEs](): This is a chapter from a report by the OECD that aims to provide an understanding of what AI is, its potential impact on SME activities, and barriers to adoption. The chapter covers the rise of data-driven AI systems, the implications of these technological changes on SME practices and business environment, and the challenges and opportunities for SMEs to adopt AI solutions.