

# DIGITAL TRANSFORMATION: DATA AND ANALYTICS

1 DAY

## COURSE SUMMARY

This course will look at ways businesses can benefit from data and analytics and use them to drive decision-making as organizations embrace digital transformation. It will also discuss how to ethically collect data, and the obligation to protect data.

## COURSE CONTENT

### INTRODUCTION TO DATA AND ITS SIGNIFICANCE

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- Introduction to Data and Analytics
- How it can benefit your business
- Barriers organizations face in becoming data-Driven and how to overcome them

### DATA COLLECTION

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- Types of collection methods
- Potential issues businesses need to consider while collecting and analyzing data
- Types of data organizations and their uses

### DATA ETHICS AND STORAGE

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- Importances of data ethics
- Types of data storage for organizations

### DATA ANALYTICS FOR BUSINESS

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- Common types of data analysis techniques
- Demonstrating how data analytics can be beneficial

### THE INTRODUCTION OF AI

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- Introduction to generative AI and its potential for innovation as well as issues to consider
- Explores some uses for businesses

### VISUALIZING DATA

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- Why simplicity is so valuable when it comes to data visualizations
- Popular display methods
- Things to consider when choosing how to visually present data
- Mistakes to try and avoid

## DATA PRIVACY AND SECURITY

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- Defines data privacy for business
- Go over common problems and threats organizations are facing
- Demonstrate the importance of a robust data security plan using a fictional case study

## DATA PROTECTION

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- Common strategies for protecting information
- Detail what a data privacy protection policy should include

## BUILDING A DATA-DRIVEN CULTURE

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- Explore key steps for establishing a data driven culture
- Examine the differences between an organization that adopted a data- driven approach and one that did not