

Coding for Data-Driven Decision Making

COURSE OVERVIEW

In today's competitive landscape, intuition is no longer enough. This course bridges the critical gap between data and decision-making by teaching the practical coding skills needed to extract, analyze, and visualize data. Key programming languages such as Python and R are covered, with practical exercises focused on real-world datasets. Participants will learn to use Python and its powerful libraries to move from static reports to dynamic, interactive analysis, enabling you to uncover hidden insights, model scenarios, and provide a factual foundation for strategic choices.

WHO SHOULD ATTEND?

This course is ideal for business analysts, marketing and financial professionals, product managers, and consultants who rely on data to guide strategy and operations, and want to move beyond spreadsheet analysis to automate insights, build predictive models, and communicate findings through powerful data storytelling.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Write Python scripts to automate data collection and cleaning from multiple sources like spreadsheets, databases, and APIs.
- Perform robust statistical analysis and hypothesis testing to validate assumptions and trends.
- Create compelling, interactive data visualizations and dashboards to communicate findings effectively.
- Build basic predictive models to forecast outcomes and inform future strategy.
- Automate the entire data analysis pipeline, from raw data to a finalized report or presentation.
- Confidently present data-driven recommendations that are backed by quantitative evidence.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- How to write Python scripts to automate data collection from multiple sources.
- Methods for performing statistical analysis and hypothesis testing.
- Techniques for creating compelling data visualizations and dashboards.
- Approaches to building basic predictive models for forecasting.
- Strategies for automating complete data analysis pipelines.
- Best practices for communicating data-driven recommendations.
- How to translate analytical findings into actionable business strategy.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded