



Module 2: Systems & Storytelling for Data Driven Decisions (\$199)

Systems and storytelling are crucial in making data-driven decisions because they help turn raw data into actionable insights that influence decisions and foresight that set the strategic direction of the company.

In this course we start by exploring the ground breaking concept of **The Analytics Business Partner™** who in the new digital world operates as a strategic partner to the business using its strong hard skills but also its strong soft skillset to set the future agenda for the company.

Next we will explore the **System tool-stack** and dive into how AI-Enabled Analytics tools are able to make data insightful to guide unbiased decision making versus Data Visualization tools (PowerBI, Tableau, ...) that just make data informative, meaning telling biased information most often known by the business stakeholders.



With an understanding of these two foundational concepts we are ready to explore how to do compelling **storytelling** with data, starting with the ground rule of telling stories: 'Know your audiences', as we will explore how different stakeholders require different levels of detail and types of insights.

Along the journey towards the Analytics Business Partner™ it is important to understand where you are today and what gaps you have to your future aspiration. As such, you will learn the power of **benchmarking** to understand your gaps, but also understand where you stack up against your peers.

Finally, we will explore and **analytics journey** and in a real use case discover how a company transformed from a hindsight looking reporting factory to a forward looking predictive powerhouse.