

# Analysing Information

**Course length:** 3 hours\*

**Course Code:** 100594BT047

**This course shows you new ways to use a wide variety of information to work out how your business is performing – and how that performance can be improved.**

## Benefits for the Learner

The ability to gather, interpret, analyse and present information is essential for effective decision-making.

This course explores how data analysis techniques such as ratios, percentages and averages can help you assess business performance. You'll learn how to gather information, how to interpret it and how to present your findings to an audience effectively using charts and graphs.

## Benefits for the Business

How your managers analyse information is key to the effective operation and competitive position of your business. If they get it right, you may discover new ways of doing business or achieving a new market position. If they get it wrong, you leave an open goal for your better informed competitors.

This course has been designed to help managers understand the importance of sound information analysis and to give them the skills they need to make the most of the "information rich" environment in which businesses operate today.

## What You Get From This Course

Having completed this course, you will be able to:

- Understand the difference between data and information
- Use a range of data analysis techniques
- Interpret and present numerical information effectively

## What Does the Course Cover?

- What is data analysis?
- Data analysis techniques
- Analysing non-numerical information
- Producing effective reports

## How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 3 hours to complete.

\*Courses are accessible for six months from the date of purchase.