Annotated Course Outline
Data Analytics for Women Entrepreneurs

Data Analytics (2.5. to 3 hours max)	Scope description	Learning objectives	Learning outcomes	Key Message(s)	Resource Requirements (for content delivery)
Module 1: Data Analytics Fundamentals **Lesson 1** Profiling Game **Lesson 2** Story of Numbers	*Build a foundational understanding of data analytics.* *Through profiling game, participants can have better understanding of data collection, data mining terminologies and process in an engaging manner.* *With Story of Numbers, participants will gain knowledge on increasing data value and its significance in business.*	*Build foundational Understanding of Data Analytics, data collection, data terminologies and process.* *Gain knowledge on data value and its significance in business*	*Participants can build foundational understanding of value of data and the process of data analytics*	*Unlock the power of data with hands-on experience through an engaging exercise.* *And gain knowledge of data value and its significance in business*	*Presentation slides* *Pen, paper, multicolored sticky notes for each participant* *Whiteboard, whiteboard markers,* *Flipcharts*

Data Analytics (2.5. to 3 hours max)	Scope description	Learning objectives	Learning outcomes	Key Message(s)	Resource Requirements (for content delivery)
Module 2 Exploring Analytics Facets **Lesson 1** Explore data strategies and the role of data analytics **Lesson 2** Gain Data Insights **Lesson 3** Explore analytics in action	*This Module delves deeper into the various facets of data analytics, providing participants with the practical knowledge needed to leverage data for customer development.* *Explore data strategies and the role of descriptive, diagnostic, predictive, and prescriptive analytics in making data-driven decisions.* *Gain Data Insights to gain deeper understanding of differences between types of analytics in supporting decision making.* *Explore examples of analytics in action*	*Explore the core concepts of different analytics types, including descriptive, diagnostic, predictive, and prescriptive, gain knowledge of data analytics and enhance customer development.*	*Participants will gain deeper insights and understanding of the application of Descriptive, Diagnostic, Predictive and Prescriptive to improve customer development*	*Gain Deeper understanding of data analytics with insights into descriptive, diagnostic, predictive, and prescriptive analytics to make informed decisions and improve your customer development*	*Presentation slides, video* *Whiteboard, whiteboard markers, Flipcharts*

Data Analytics (2.5. to 3 hours max)	Scope description	Learning objectives	Learning outcomes	Key Message(s)	Resource Requirements (for content delivery)
Module 3 Practical Application for Customer Development **Lesson 1** Reflection of Data Analytics to improve Customer Development **Lesson 2** Discuss Ethical Data Usage and Data Protection **Lesson 3** Develop Action Plans that outline next steps	*Participants apply their knowledge to their business, focusing on customer development and/or business expansion.* *They also delve into ethical considerations when working with customer data.* *And come up with Action Plans as next steps with guidance from facilitator*	*Apply data analytics to real-world customer development scenarios, understand ethical considerations, and develop actionable plans for integrating data analytics into their businesses.*	*Participants learn to create actionable plans, and gain clarity on their next steps to benefit from Data Analytics*	*Apply data analytics to business, ethically and strategically, with actionable plans and embark on your journey towards data-driven success in customer development.*	*Presentation Slides* *Action Plan template* *Whiteboard, whiteboard markers, Flipcharts*