



# MASTER YOUR DIGITAL SKILLS

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## *Introduction to Data Analysis for SMEs*

Data Analytics, data literacy & data driven decisions

*Monica Ioannidou Polemitis*



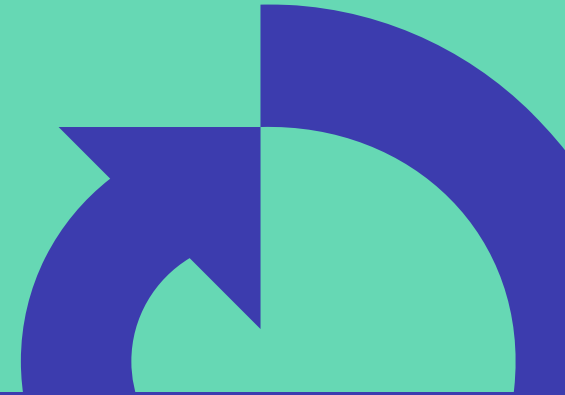
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# COURSE OVERVIEW

As businesses increasingly rely on data to make informed decisions, understanding data analytics, data literacy, and the fundamentals of data-driven decision-making is critical for competitiveness and growth.

Participants will learn the basics of collecting, processing, and analyzing data, as well as how to interpret and communicate findings effectively. The course will also cover how to establish a data-driven culture within an organization, ensuring that all levels of the company can understand and utilize data to its full potential.



## OUR GOALS

1. Foundational Understanding of Data Analytics
2. Development of Data Literacy
3. Strategies for Data-Driven Decisions
4. Creating a Data-Driven Culture

# COURSE DESCRIPTION

Dive into the essentials of data analytics, tailored for Europe's SMEs. Grasp how to collect, analyze, and apply data to your business context. You'll learn to decode data analytics, bolster data literacy, and embrace data-driven decision-making.

1. Introduction to Data Analytics
2. Types of Data and Data Collection
3. Fundamentals of Data Analysis
4. Understanding and Developing Data Literacy
5. The Process of Data-Driven Decision-Making
6. Establishing a Data-Driven Organizational Culture



# COURSE INFO

<b>Location</b>	<b>Online, via Blackboard</b>
<b>Date</b>	<b>29.05.2024</b>
<b>Time</b>	<b>09:00 – 11:00 CET 10:00 – 12:00 Cyprus</b>
<b>Duration</b>	<b>2 hours</b>
<b>Cost</b>	<b>Fully funded under the Level Up project</b>

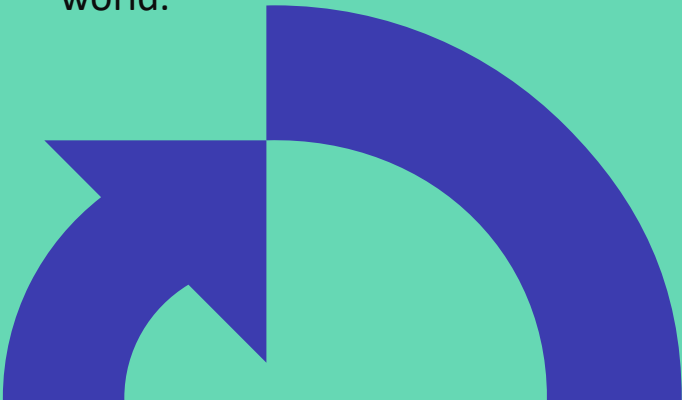


# Monica Ioannidou Polemitis

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With a dynamic career spanning over two decades, Monica has carved a niche in driving strategic foresight. Her expertise in emerging technologies has been pivotal in fostering transformative growth for clients, making her a leader in navigating the complexities of the digital era.

Monica is dedicated to leveraging opportunities for technological progress and sustainable development. Her role in empowering women in business further highlights her commitment to inclusivity and equity in the corporate world.



# **Level Up**



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