



# A Model for Good Instructional Online Course Design

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June 2024

# Best Practices Applied

- User-friendly LMS / Delivery System (Canvas)
- Clear Course Navigation throughout with status indicators (not started, partially complete, to complete)
- Clear Course Instructions, Support, Netiquette, and Expectations
- Chunked Information and Scaffolded (Builds on Concepts as You Go Along)
- Interactivity with the Use of Storyline 360 (SCORM pop-up module with different interactive features)
- Use of Various Formats for Course Content (E.g. Video and Text Version of Video or Downloadable Summary of Entire Module Content)
- Use of Knowledge Checks throughout the module that later work into the final 10-question assessment
- Nice design, layout, and attention to accessibility regarding font sizes and type, headings, body content, buttons, call-outs, etc.
- Videos range from 3-10 minutes and are professional and easily digestible along with transcripts underneath
- Course provides one synchronous meeting for each module allowing for questions and real-time feedback
- Timely feedback after assignment submission is given within grading section
- Pass or Fail graded approach for adult learning styles and increased motivation
- Access to Course Content for an Extended Period of Time
- Use of External Communication Tools outside of Course (E.g. Slack, Google Sheets, Zoom)
- Use of Different Experts per Module Topics and throughout course videos
- Access to Recordings Archive for Synchronous Class Meetings



# Basic Course Structure

- Account
  - Profile, Settings
- Dashboard
  - Main Class Access Link
- Courses
  - Home, Syllabus, Grades, Modules, Calendar, Support, Recordings, Career Hub
- Calendar
  - Today, Week, Month, Agenda, Calendar Feed
- History

# Course Home

- Easily navigate throughout course modules.
- Modules open at the start of each week so you can't jump to far ahead and promotes learners to stay on topic for weekly meetings.
- After you complete a module, you can go back to it anytime to access and review.

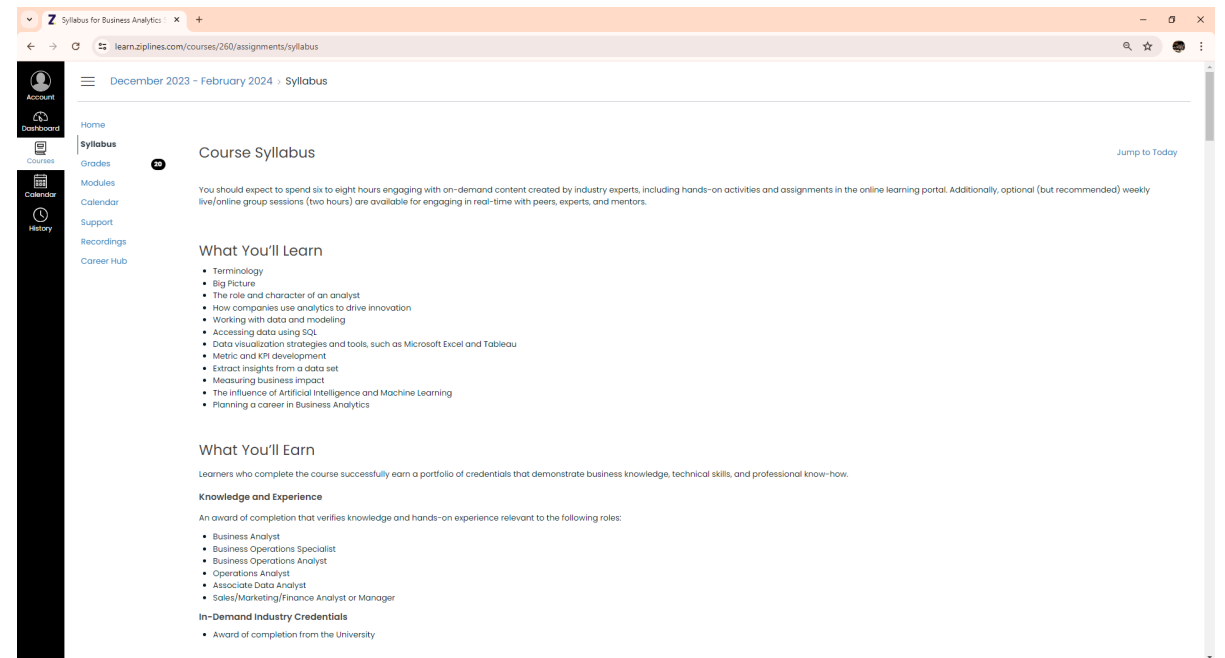
The screenshot displays a course home page for 'Business Analytics Science' for the period of December 2023 to February 2024. The interface includes a navigation sidebar on the left with options: Account, Dashboard, Courses, Calendar, and History. The main content area features a grid of 11 modules, each with a 'Start Now' button. The modules are organized as follows:

Module	Start Now
PRE-WORK: Welcome to Business Analytics Science	Start Now
WEEK 1: Introduction to Business Analytics	Start Now
WEEK 2: Technical Introduction - Data Modeling	Start Now
WEEK 3: Introduction to SQL	Start Now
WEEK 4: Exploring SQL Clauses	Start Now
WEEK 5: Data Visualization Technology	Start Now
WEEK 6: Data Visualization Fundamentals	Start Now
WEEK 7: Aligning Metrics and KPIs to Business Objectives	Start Now
WEEK 8: Extracting Actionable Data Insights	Start Now
WEEK 9: Planning and Measuring Business Impact	Start Now
WEEK 10: Data Signal vs. Noise	Start Now

# Syllabus

- Describes to the learner what's expected of them during the course duration and what they will learn. Key heading topics include:

- What You'll Learn
- What You'll Earn
- Career Development
- Schedule
- Course Requirements and Grading
- Communication and Technical Requirements
- Course Expectations
- A Note on Plagiarism
- Course Policies
- Learner Support
- Course Summary



The screenshot shows a web browser window displaying the syllabus for a course titled "Syllabus for Business Analytics". The URL is [learn.ziplines.com/courses/260/assignments/syllabus](https://learn.ziplines.com/courses/260/assignments/syllabus). The page is dated "December 2023 - February 2024". A left-hand navigation menu includes links for Account, Dashboard, Syllabus, Grades, Modules, Calendar, Support, Recordings, and Career Hub. The main content area is titled "Course Syllabus" and includes a "Jump to Today" link. The text states: "You should expect to spend six to eight hours engaging with on-demand content created by industry experts, including hands-on activities and assignments in the online learning portal. Additionally, optional (but recommended) weekly live/online group sessions (two hours) are available for engaging in real-time with peers, experts, and mentors." Below this, there are sections for "What You'll Learn" and "What You'll Earn".

**What You'll Learn**

- Terminology
- Big Picture
- The role and character of an analyst
- How companies use analytics to drive innovation
- Working with data and modeling
- Accessing data using SQL
- Data visualization strategies and tools, such as Microsoft Excel and Tableau
- Metric and KPI development
- Extract insights from a data set
- Measuring business impact
- The influence of Artificial Intelligence and Machine Learning
- Planning a career in Business Analytics

**What You'll Earn**

Learners who complete the course successfully earn a portfolio of credentials that demonstrate business knowledge, technical skills, and professional know-how.

**Knowledge and Experience**

An award of completion that verifies knowledge and hands-on experience relevant to the following roles:

- Business Analyst
- Business Operations Specialist
- Business Operations Analyst
- Operations Analyst
- Associate Data Analyst
- Sales/Marketing/Finance Analyst or Manager

**In-Demand Industry Credentials**

- Award of completion from the University

# Syllabus Sub-Topics

Course Syllabus	What You'll Learn	What You'll Earn	Career Development	Schedule	Course Requirement & Grading
Short description of what the course entails.	Bulleted list of topics.	Sub-Topics: <ul style="list-style-type: none"><li>• Knowledge and Experience</li><li>• In-Demand Industry Credentials</li></ul>	Sub-Topics: <ul style="list-style-type: none"><li>• Career Hub</li><li>• Career Workshops</li><li>• Career Coaching</li></ul>	Short description of basic schedule format.	Sub-Topics: <ul style="list-style-type: none"><li>• Completion of the online coursework and assessments</li><li>• Strategic Business Analytics Playbook</li><li>• Note on Grading</li><li>• Award of Completion</li><li>• Access to the Content</li></ul>

# Syllabus Sub-Topics (Continued)

Communication and Technical Requirements	Course Expectations	A Note on Plagiarism	Course Policies	Support	Course Summary
<p>Sub-Topics:</p> <ul style="list-style-type: none"><li>• Basic Overview</li><li>• During the course, learners will need the following</li></ul>	<p>Short description expectations and bulleted list.</p>	<p>Sub-Topics:</p> <ul style="list-style-type: none"><li>• Basic Overview</li><li>• Ways to avoid plagiarism</li></ul>	<p>Sub-Topics:</p> <ul style="list-style-type: none"><li>• Payment Policies</li><li>• Enrollment Policies</li></ul>	<p>Sub-Topics:</p> <ul style="list-style-type: none"><li>• Basic Overview</li><li>• Learner Success Team</li><li>• Accessibility</li><li>• Payment</li></ul>	<p>Sub-Topics:</p> <ul style="list-style-type: none"><li>• Table of Assignments, Live Sessions, and Dates</li></ul>

# Syllabus (Continued)

- Good to have a step-by-step video walk-through before starting the course to illustrate certain concepts.
- Example: Note on Grading

The screenshot displays a web browser window with the URL `learn.ziplines.com/courses/260/assignments/syllabus`. The page layout includes a dark sidebar on the left with navigation options: Account, Dashboard, Courses, Calendar, and History. The main content area features a 'Note on Grading' section with the following text:

**Note on Grading**

Please note that there is no penalty for late submissions of assignments. The deadlines are a guideline to assist you in completing the course within the 10 weeks. Playbook assignments will be graded within 10 business days of the due date. You will receive feedback, as appropriate, on the respective assignment page from the Business Analytics Instructors. You are expected to frequently check for comments and correct any necessary details regarding the submitted assignment.

You are required to successfully submit all course requirements to earn your certificate of completion. You have the opportunity to re-submit assignments if you receive an incomplete on the first attempt. If you need to re-submit your assignment, please navigate to the assignment under 'Modules' and click on 'New Attempt.' If your browser states that the assignment is overdue, do not worry. It is not overdue - remember, there are no penalties for late submissions. Click on 'OK' and then copy and paste your assignment URL into the Website URL box.

Here is a step-by-step video of how to check your grades in the LMS to address the instructor's comments and monitor your own progress toward completing the course requirements.

Below the text is a video player showing a course overview for 'Digital Marketing Science' with a timeline from November to January 2022. The video content includes:

- PRE-WORK: Welcome to Digital Marketing
- WEEK 1: Introduction to Digital Marketing
- WEEK 2: Search Engine Optimization Fundamentals
- WEEK 3: Search Engine
- WEEK 4: Google Analytics
- WEEK 5: Introduction to

The video player has a progress bar at 01:11 and standard playback controls.

Below the video is an 'Award of Completion' section:

**Award of Completion**

The learning team (instructors and learner success) will review and verify the completion of online coursework, playbook assignments, and industry certifications. Upon verification, they will determine your completion status in the course (pass or no pass). If determined as "Pass," you will receive your award of completion approximately 1 week after course completion. If determined as "No Pass," you will not receive an award of completion but are eligible for re-enrollment (see Re-enrollment Option under Enrollment Policies).

**Access to the Content**

You will have access to the learning management system for 1 year from the course start date. This access includes the online coursework, live session recordings, and Career Hub modules.

*Note: You will need to submit the course requirements by the designated course end date to earn your award of completion. The access does not provide additional time to submit course requirements; it is only to review the course content and deepen your understanding of the subject matter.*



# Syllabus (Continued)

- Good to have an illustrated list of important dates and details as well as time due.
- Example: Course Summary

Date	Details	Due
Tue Dec 5, 2023	Live/Online Session - Business Analytics (4 pm PST / 7 pm EST)	5pm to 7pm
Mon Dec 11, 2023	ONLINE COURSEWORK: Introduction to Business Analytics	due by 9pm
Tue Dec 12, 2023	Live/Online Session - Business Analytics (4 pm PST / 7 pm EST)	5pm to 7pm
Fri Dec 15, 2023	PLAYBOOK ASSIGNMENT: Draft a business analytics project plan	due by 9pm
Mon Dec 18, 2023	ONLINE COURSEWORK: Technical Introduction: Data Modeling	due by 9pm
Tue Dec 19, 2023	Live/Online Session - Business Analytics (4 pm PST / 7 pm EST)	5pm to 7pm
Thu Dec 21, 2023	Career Workshop (4 pm PST / 7 pm EST)	5pm to 6pm
Fri Dec 22, 2023	PLAYBOOK ASSIGNMENT: Optimize a dataset for exploratory analysis	due by 9pm
Tue Jan 2, 2024	Live/Online Session - Business Analytics (4 pm PST / 7 pm EST)	5pm to 7pm
Fri Jan 5, 2024	PLAYBOOK ASSIGNMENT: Query data using SQL	due by 9pm
Mon Jan 8, 2024	ONLINE COURSEWORK: Exploring SQL Clauses	due by 9pm
Tue Jan 9, 2024	Live/Online Session - Business Analytics (4 pm PST / 7 pm EST)	5pm to 7pm
Thu Jan 11, 2024	AI for Business Analytics - Live Session (4 pm PST / 7 pm EST)	5pm to 6:30pm
Fri Jan 12, 2024	PLAYBOOK ASSIGNMENT: Query data using advanced SQL functions	due by 9pm
Tue Jan 16, 2024	Live/Online Session - Business Analytics (4 pm PST / 7 pm EST)	5pm to 7pm
Fri Jan 19, 2024	PLAYBOOK ASSIGNMENT: Create a data visualization in Tableau	due by 9pm

# Grades

- Easy to find grades.
- Legend at the top that indicates assignment status.
- Provides feedback for learner on work submitted.

Grades for Krista Rundiks

— Missing ✓ Complete ✗ Incomplete, please review comments 🔒 Submitted, not yet graded 💬 Comments

Name	Due	Status	Score	Comments
ONLINE COURSEWORK: Introduction to Business Analytics	Dec 11, 2023 by 9pm	✓	✓	💬 1
PLAYBOOK ASSIGNMENT: Draft a business analytics project plan	Dec 15, 2023 by 9pm	✓	✓	💬 3
ONLINE COURSEWORK: Technical Introduction: Data Modeling	Dec 18, 2023 by 9pm	✓	✓	
PLAYBOOK ASSIGNMENT: Optimize a dataset for exploratory analysis	Dec 22, 2023 by 9pm	✓	●	💬 2
ONLINE COURSEWORK: Introduction to SQL		✓	●	
PLAYBOOK ASSIGNMENT: Query data using SQL		✓	✓	💬 2
ONLINE COURSEWORK: Exploring SQL Clauses		✓	●	
PLAYBOOK ASSIGNMENT: Query data using advanced SQL functions		✓	●	💬 2
ONLINE COURSEWORK: Data Visualization Technology		✓	●	
PLAYBOOK ASSIGNMENT: Create a data visualization in Tableau		✓	●	💬 2

**Feedback** [X]

**Attempt 1 Feedback:** [💬]

**Dec 13, 2023 at 8:51pm**

Can't wait to review this one in class.

**- Krista Rundiks**

**Dec 24, 2023 at 3:59pm**

slide 6 - good job with your data clean up tasks. slide 9 - Good start with your class identification. You are missing Department. Clearance Status could be an attribute under the Inspection table. slide 11 - your UML diagrams look correct. Good to see the unit IDs in 3 of the class diagrams. Best to have an ID for all 5 and to connect later, make sure the table you are connecting to also contains an ID (foreign key). Take a look at slide 8 as an example. slide 13 - the data types look correct for the attributes defined.

**- Business Analytics Instructor**

# Modules

- Another section where you can specifically access the course modules and see the assignments due.

The screenshot shows a web browser window with the URL `learn.ziplines.com/courses/260/modules`. The page title is "December 2023 - February 2024 > Modules". The left sidebar contains navigation links: Account, Dashboard, Courses, Calendar, and History. The main content area displays a list of modules and assignments:

- Pre-Work: Welcome to Business Analytics Science**
  - ONLINE PRE-Work: Welcome to Business Analytics
  - [OPTIONAL] PLAYBOOK ASSIGNMENT: Create a Personal Sticky Bio
- Week 1: Introduction to Business Analytics**
  - ONLINE COURSEWORK: Introduction to Business Analytics (Dec 11, 2023)
  - PLAYBOOK ASSIGNMENT: Draft a business analytics project plan (Dec 15, 2023)
- Week 2: Technical Introduction - Data Modeling**
  - ONLINE COURSEWORK: Technical Introduction: Data Modeling (Dec 18, 2023)
  - PLAYBOOK ASSIGNMENT: Optimize a dataset for exploratory analysis (Dec 22, 2023)

A "Collapse All" button is visible in the top right corner of the main content area.

# Calendar

- Another way to be reminded of upcoming assignments and access weekly live class sessions.

The screenshot displays a web-based calendar interface for January 2024. The main calendar grid shows the following events:

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2 5p Live/Online Session - Bu... 9p ONLINE-COURSEWORK-IN...	3	4	5 9p PLAYBOOK-ASSIGNMENT-...	6
7	8 9p ONLINE-COURSEWORK-EX...	9 5p Live/Online Session - Bu...	10	11 5p AI for Business Analytics...	12 9p PLAYBOOK-ASSIGNMENT-...	13
14	15	16 5p Live/Online Session - Bu... 9p ONLINE-COURSEWORK-D...	17	18	19 9p PLAYBOOK-ASSIGNMENT-...	20
21	22 9p ONLINE-COURSEWORK-D...	23 5p Live/Online Session - Bu...	24	25 5p Career Workshop (4 pm...	26 9p PLAYBOOK-ASSIGNMENT-...	27

The interface includes a sidebar with navigation options: Account, Dashboard, Courses, Calendar, and History. The top navigation bar shows 'Today', navigation arrows, and 'January 2024'. The right sidebar features a monthly calendar overview and a list of calendars, including 'Business Analytics Science'.

# A Glance Into Module Layouts

- Module Name
  - Short Description
  - Start Learning Pop-Up
  - Articulate Course
- Included in this module:
- Assignments and Resources
  - Playbook
  - Study Guide

The screenshot shows a web browser window displaying a course page. The browser's address bar shows the URL: [learn.ziplines.com/courses/260/pages/week-1-introduction-to-business-analytics](https://learn.ziplines.com/courses/260/pages/week-1-introduction-to-business-analytics). The page content includes a navigation menu on the left with options like Account, Dashboard, Courses, Calendar, and History. The main content area shows the course title "Week 1: Introduction to Business Analytics" and a "Start Learning" button. Below this, there is a section titled "Included in this module:" with a list of topics, and another section titled "Assignments and Resources:" with links to a "Playbook" and a "Study Guide".

December 2023 - February 2024 > Pages > Week 1: Introduction to Business Analytics

Home  
Syllabus  
Grades 20  
Modules  
Calendar  
Support  
Recordings  
Career Hub

Week 1: Introduction to Business Analytics

Ready to get started?! In this module, we'll build a solid Business Analytics foundation that you'll build on throughout the rest of the course.

[Start Learning](#)

**Included in this module:**

- Explain the importance of business analytics in an organization
- Communicate how analytics differs from data science and data engineering
- Outline the analytics team function and the role of a business analyst
- Explore common use cases

**Assignments and Resources:**

[Playbook](#): This week you'll draft a business analytics project plan for Uber.

[Study Guide](#): Save it on your personal drive, take notes and use it during and after the course

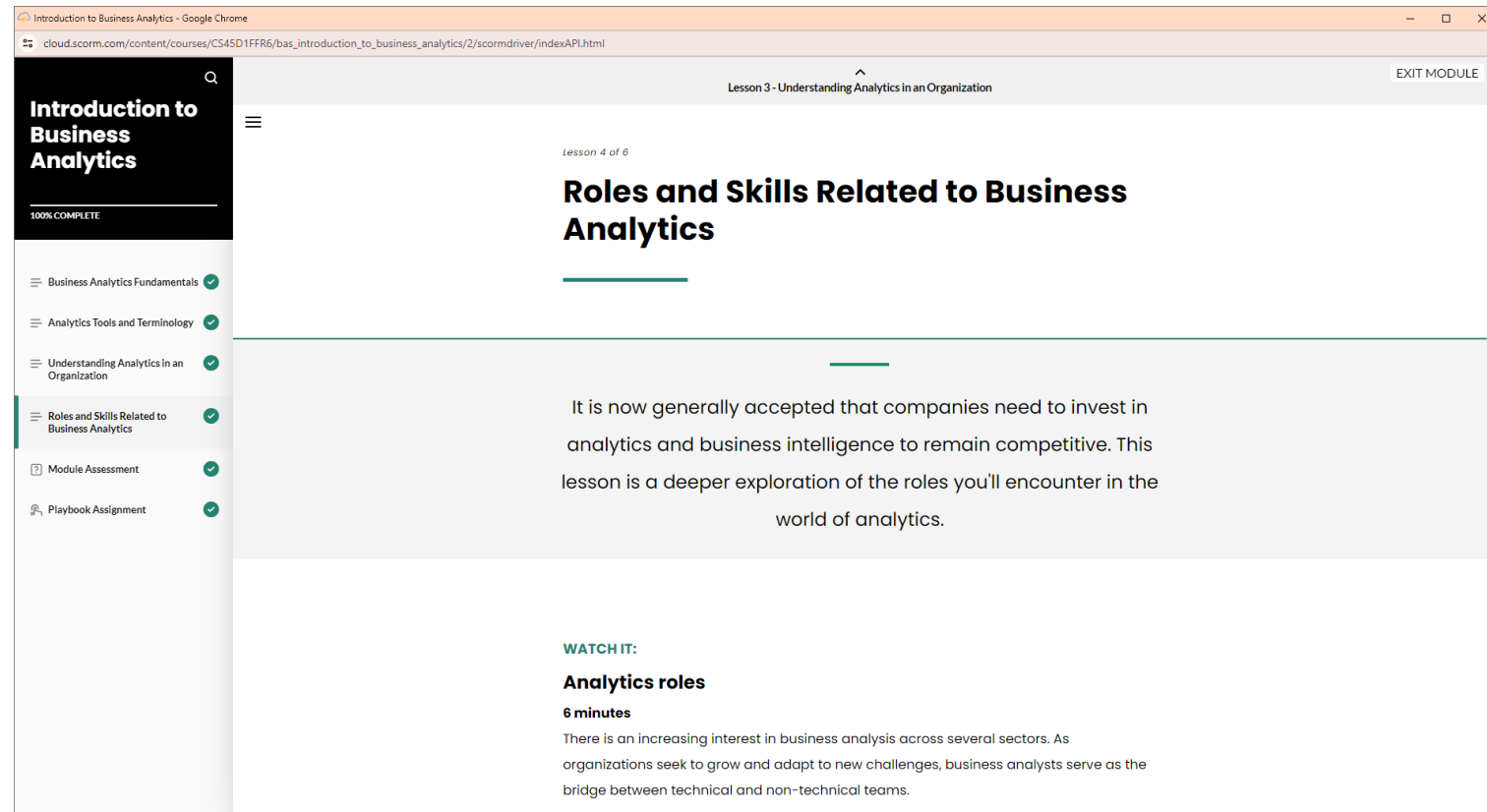
# Module Layouts – Course Content Overview

## Week 1: Introduction to Business Analytics

Ready to get started?! In this module, we'll build a solid Business Analytics foundation that you'll build on throughout the rest of the course.

- Once the learner clicks on “Start Learning” a pop-up interactive SCORM compliant module appears with the weeks lesson.
- This is built in Articulate 360, Storyline.

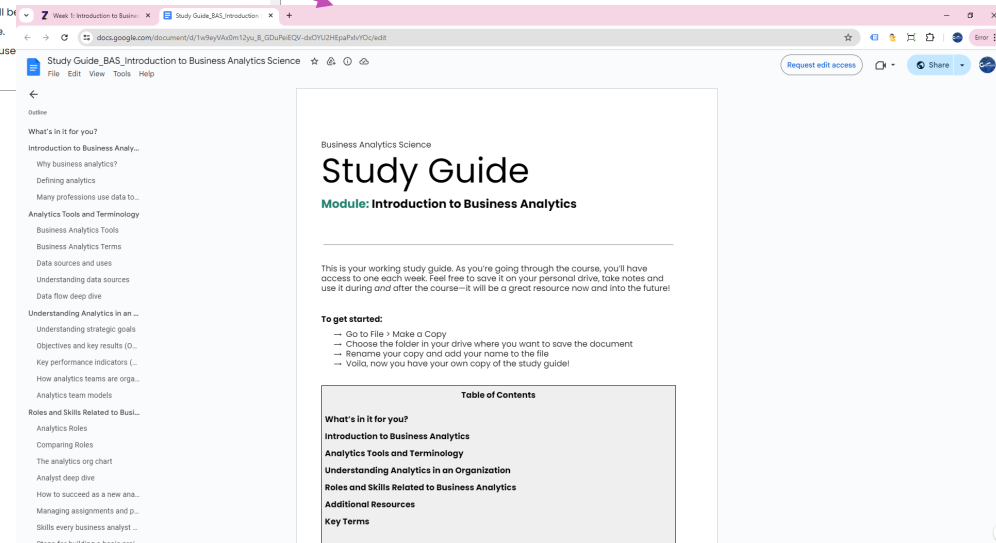
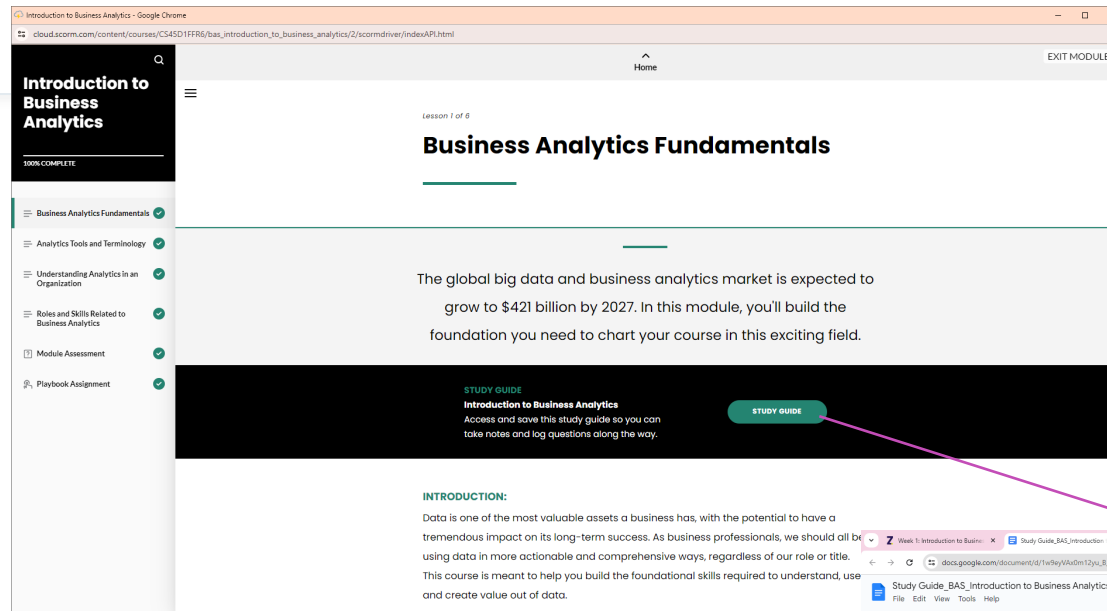
Start Learning



The screenshot shows a web browser window displaying a SCORM compliant module. The browser address bar shows the URL: `cloud.scorm.com/content/courses/CS45D1FFR6/bas_introduction_to_business_analytics/2/scormdriver/indexAPI.html`. The page title is "Introduction to Business Analytics" and it indicates "100% COMPLETE". The main content area is titled "Roles and Skills Related to Business Analytics" and is part of "Lesson 4 of 6". The page content includes a paragraph: "It is now generally accepted that companies need to invest in analytics and business intelligence to remain competitive. This lesson is a deeper exploration of the roles you'll encounter in the world of analytics." Below this is a "WATCH IT:" section titled "Analytics roles" with a duration of "6 minutes" and a short paragraph: "There is an increasing interest in business analysis across several sectors. As organizations seek to grow and adapt to new challenges, business analysts serve as the bridge between technical and non-technical teams." A sidebar on the left lists the course content: "Business Analytics Fundamentals", "Analytics Tools and Terminology", "Understanding Analytics in an Organization", "Roles and Skills Related to Business Analytics" (highlighted), "Module Assessment", and "Playbook Assignment". A green "Start Learning" button is positioned to the left of the sidebar, with a pink arrow pointing to the "Roles and Skills Related to Business Analytics" item in the sidebar.

# Module Layouts – Study Guide Companion

- Each module comes with a downloadable “Study Guide” that mirrors the module content. This can be downloaded from Google Docs.
- Standard Items:
  - Introduction
  - Let’s get started!
  - Meet Your Instructor
  - What we’ll cover



# Module Layouts – Video Basics

- Includes Video Overview
- Includes Video Transcript
- Includes a Tip Section
- Includes a Memorable Call-Out

The screenshot shows a web browser window displaying a course page. The page has a dark sidebar on the left with the title 'Introduction to Business Analytics' and a '100% COMPLETE' status. Below the title is a list of course items, each with a checkmark: Business Analytics Fundamentals, Analytics Tools and Terminology, Understanding Analytics in an Organization, Roles and Skills Related to Business Analytics, Module Assessment, and Playbook Assignment. The main content area has a dark header 'What we'll cover' with a play button icon. Below this is a list of topics: 'What is Business Analytics?', 'The role of a business analyst', 'The function of the analytics team', 'The business analyst role and other functions', and 'Common use cases'. A video transcript section titled 'Video Transcript: Meet Your Instructor Annu' contains text from the instructor. A tip box is overlaid on the page, and a call-out box is at the bottom.

Introduction to Business Analytics - Google Chrome  
cloud.scorm.com/content/courses/CS45D1FFR6/bas\_introduction\_to\_business\_analytics/2/scormdriver/indexAPI.html

Introduction to Business Analytics  
100% COMPLETE

- Business Analytics Fundamentals ✓
- Analytics Tools and Terminology ✓
- Understanding Analytics in an Organization ✓
- Roles and Skills Related to Business Analytics ✓
- Module Assessment ✓
- Playbook Assignment ✓

What we'll cover

- What is Business Analytics?
- The role of a business analyst
- The function of the analytics team
- The business analyst role and other functions
- Common use cases

Video Transcript: Meet Your Instructor Annu

Hello, and welcome to Business Analytics Module I: Introduction to Business Analytics. My name is Annu Kristipati, and I will be your instructor through this module today. I'm really excited to be here. This is an exciting and growing field with a great deal of opportunity.

In terms of my background, I've spent nearly the last 20 years working with both startups to implement their data and analytics strategies, and also large multinational corporations implementing the most cutting edge data and software tools. It's been an excellent journey for me, and I'm happy to share more throughout the duration of this course.

In terms of this particular module, we have a few specific learning objectives for you. Starting with, number one, simply defining, what is analytics? I want to make sure we're on the same page with respect to a base level of foundational knowledge.

Number two, we'll focus on the role of a business analyst. What exactly does this

TIP: Take charge and go through videos at your own pace. Speed videos up or slow them down by hovering over 1X on the video player and adjusting the speed.

**For a typical Fortune 1000 company, just a 10% increase in data accessibility will result in more than \$65 million additional net income.**

~Richard Joyce, Forrester Research



# Module Layouts – Use of Tabs

- Includes a Tab Module that illustrates different views.

## Many professions use data to generate value


Businesses of all sizes and industries collect and analyze data to increase profits, forecast trends, and find new product/service opportunities. Let's review a few ways professionals in real estate, finance, and consumer goods use data on the job today. It's important to note that you don't have to have a business analyst title to be an analyst!

**REALTOR**      **EQUITIES ANALYST**      **SPORTING GOODS EXECUTIVE**

Real estate professionals use data to compare property prices. They gather statistics about neighborhoods and track information about individual homes.

### Realtor

- ➕ Comparable properties
- ➕ Statistics about area
- ➕ Data about home itself



# Module Layouts – Knowledge Check

This is a simple ungraded Knowledge Check to test the learner on the material covered so far.

## Knowledge check

Identify the ways a real estate professional might use data to make better decisions on the job? Select all that apply.

- To scrape phone numbers off of a website
- To gather demographic information about residents of a neighborhood
- To review prices of properties that recently sold in an area
- To collect energy efficiency data about a home's appliance



**Incorrect**

Try again!

TAKE AGAIN



## Knowledge check

Identify the ways a real estate professional might use data to make better decisions on the job? Select all that apply.

- To scrape phone numbers off of a website
- To gather demographic information about residents of a neighborhood
- To review prices of properties that recently sold in an area
- To collect energy efficiency data about a home's appliance



**Correct**

That's right. A realtor can use data from recent sales, neighborhood statistics and data about a home itself.

TAKE AGAIN



# Module Layouts – Informative Buttons

Use of informative and interactive roll-overs to display content.

## EXPLORE IT:

### Analytics

Within the world of data, there are four fundamental types of analytics. These are important to understand at a high level as you're exploring the domain. Let's dig in and read more about the purpose of each type.

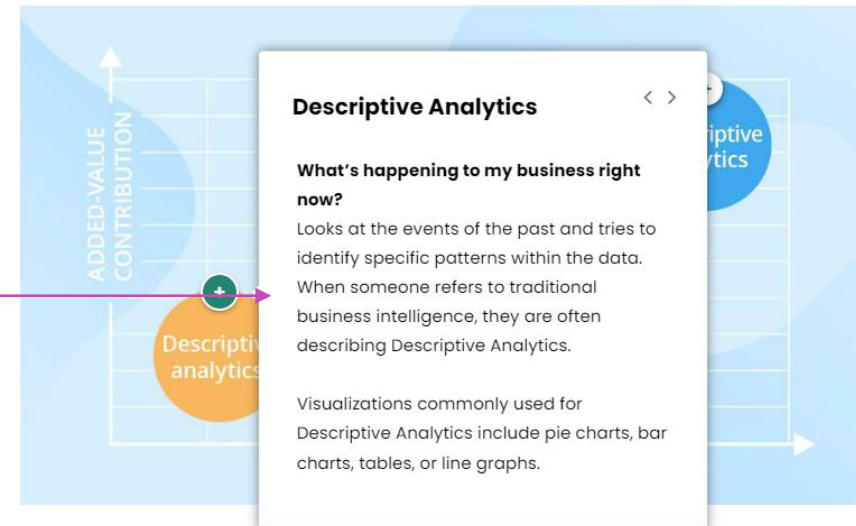


The contribution and complexity increase as you move from Descriptive Analytics to Prescriptive Analytics. This is because more complex tools, technologies, and algorithms are being used by individuals with different skills as we move up the chain.

## EXPLORE IT:

### Analytics

Within the world of data, there are four fundamental types of analytics. These are important to understand at a high level as you're exploring the domain. Let's dig in and read more about the purpose of each type.



The contribution and complexity increase as you move from Descriptive Analytics to Prescriptive Analytics. This is because more complex tools, technologies, and algorithms are being used by individuals with different skills as we move up the chain.

# Module Layouts – Knowledge Check

This is a simple ungraded Knowledge Check that uses a drag and drop interactive functionality.

TEST IT:

## Knowledge Check

Match the analytic type to its definition.

☰ Predictive	What's happening to my business right now?
☰ Prescriptive	Why is it happening?
☰ Diagnostic	What's likely to happen in the future?
☰ Descriptive	What do I need to do to succeed?

SUBMIT

TEST IT:

## Knowledge Check

Match the analytic type to its definition.

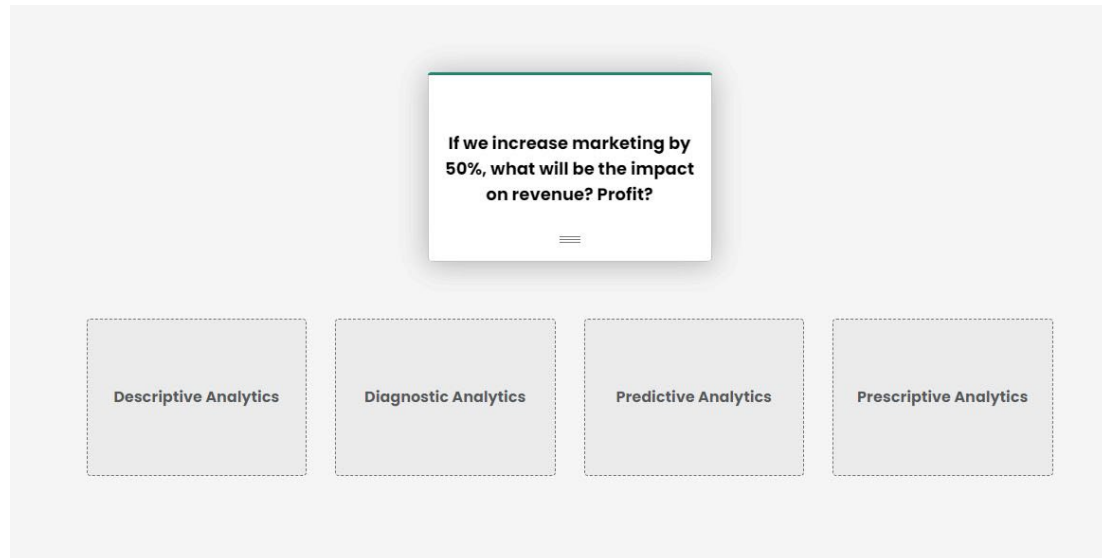
☑ ☰ Descriptive	What's happening to my business right now?
☑ ☰ Diagnostic	Why is it happening?
☑ ☰ Predictive	What's likely to happen in the future?
☑ ☰ Prescriptive	What do I need to do to succeed?

Correct

TAKE AGAIN

# Module Layouts – Card Drop

This is an interactive sorting function that engages the learner to check their knowledge comprehension of topics covered.



The screenshot shows a card drop exercise. At the top, a white card with a green border contains the question: "If we increase marketing by 50%, what will be the impact on revenue? Profit?". Below the question is a hamburger menu icon. Underneath the question card are four dashed rectangular boxes representing possible answers: "Descriptive Analytics", "Diagnostic Analytics", "Predictive Analytics", and "Prescriptive Analytics".

Sorting Exercise Content: Types of Analytics



**i** Our primary focus in this course will be on Descriptive and Diagnostic Analytics. Our goal is to help you use data to make better, more informed business decisions and to provide you with the tools you need to use data to drive your business forward.

# Module Section Headings

- Each Section Heading includes a similar format.
- What you will cover or learning objective.
- If there is a video, it will also inform the learner of how long the content is.

The screenshot shows a web browser window displaying a course page. The browser address bar shows the URL: cloud.scorm.com/content/courses/CS45D1FFR6/bas\_introduction\_to\_business\_analytics/2/scormdriver/indexAPI.html. The page title is 'Introduction to Business Analytics' and the current lesson is 'Lesson 1 - Business Analytics Fundamentals'. The lesson is 'Lesson 2 of 6' and is titled 'Analytics Tools and Terminology'. The page content includes a video player with the text: 'In this lesson, we'll review key analytics tools and terminology and explore how data is sourced, and how it flows using technical tools and processes.' Below the video player is a 'WATCH IT:' section titled 'Business analytics tools' with a duration of '7 minutes'. The text below the video player reads: 'A recent article in [Inc. Magazine](#) reported that top businesses today use an average of 37 tools to run their day-to-day operations. As an analyst, you'll use tools to hold, explore, clean, visualize and protect data. Databases, ETL tools, and business intelligence tools are three categories of software you'll use regularly.'

**Introduction to Business Analytics**  
100% COMPLETE

Business Analytics Fundamentals ✓  
Analytics Tools and Terminology ✓  
Understanding Analytics in an Organization ✓  
Roles and Skills Related to Business Analytics ✓  
Module Assessment ✓  
Playbook Assignment ✓

Lesson 1 - Business Analytics Fundamentals

Lesson 2 of 6

## Analytics Tools and Terminology

In this lesson, we'll review key analytics tools and terminology and explore how data is sourced, and how it flows using technical tools and processes.

**WATCH IT:**  
**Business analytics tools**  
**7 minutes**

A recent article in [Inc. Magazine](#) reported that top businesses today use an average of 37 tools to run their day-to-day operations. As an analyst, you'll use tools to hold, explore, clean, visualize and protect data. Databases, ETL tools, and business intelligence tools are three categories of software you'll use regularly.

**Tools and Terminology**

Tuesday, June 18, 2024

# Module Layouts – Review It

This is an interactive click to review function that engages the learner to check their knowledge comprehension of topics covered.

REVIEW IT:

SQL	Metric	KPI
-----	--------	-----

Visualizations	Dashboards
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Flip Cards Content: Business Analytics Key Terms



REVIEW IT:

Structured query language. A coding language used to access data in the database.	A measurement of something used to assess an outcome or benchmark.	Key performance indicator. A subset of general metrics to focus on and emphasized to gauge the health of a business.
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A graphical representation of data. Example, pie charts or bar charts. Used to aid in communication of information.	A group of visualizations purpose built for specific audiences.
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Flip Cards Content: Business Analytics Key Terms



# Supplemental Material

- Includes pdf download

## Business analysis glossary

The [International Institute of Business Analysis](#) maintains an extensive listing of the foundational terminology of the practice of business analysis. Download the BA glossary and tuck it away as a reference you can use throughout the course.

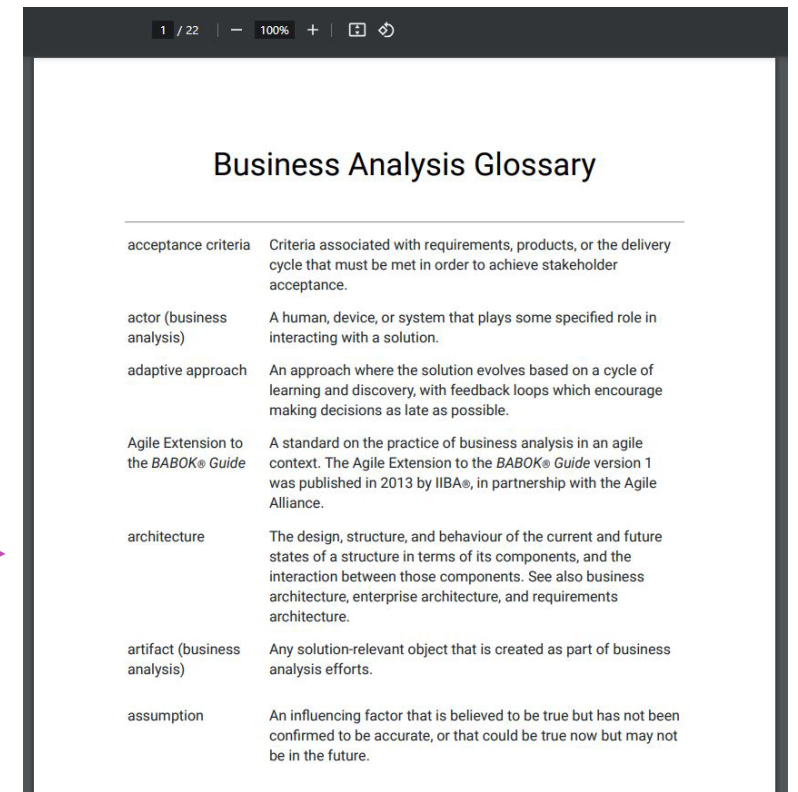


**Business Analysis Glossary.pdf**

105.2 KB



With key tools and terminology under our belts, let's explore how those elements interact with data both on how it is sourced and potentially used.



The screenshot shows a PDF viewer interface. At the top, there is a navigation bar with '1 / 22', a minus sign, '100%', a plus sign, a search icon, and a share icon. The main content area is titled 'Business Analysis Glossary'. Below the title, there is a list of terms and their definitions. A purple arrow points from the download icon in the previous block to the 'architecture' entry in this list.

acceptance criteria	Criteria associated with requirements, products, or the delivery cycle that must be met in order to achieve stakeholder acceptance.
actor (business analysis)	A human, device, or system that plays some specified role in interacting with a solution.
adaptive approach	An approach where the solution evolves based on a cycle of learning and discovery, with feedback loops which encourage making decisions as late as possible.
Agile Extension to the BABOK® Guide	A standard on the practice of business analysis in an agile context. The Agile Extension to the BABOK® Guide version 1 was published in 2013 by IIBA®, in partnership with the Agile Alliance.
architecture	The design, structure, and behaviour of the current and future states of a structure in terms of its components, and the interaction between those components. See also business architecture, enterprise architecture, and requirements architecture.
artifact (business analysis)	Any solution-relevant object that is created as part of business analysis efforts.
assumption	An influencing factor that is believed to be true but has not been confirmed to be accurate, or that could be true now but may not be in the future.




# Module Layouts – Expand & Collapse

This allows the learner to expand and collapse each section to learn more.

**Grocery** –

Grocers gather mountains of data through rewards programs. These companies can track whether you buy products that are organic vs. non-organic, single-serve vs. bulk, generic vs. brand and many other types of preferences and choices.



**Grocery Store**

Organic

Bulk

Brand

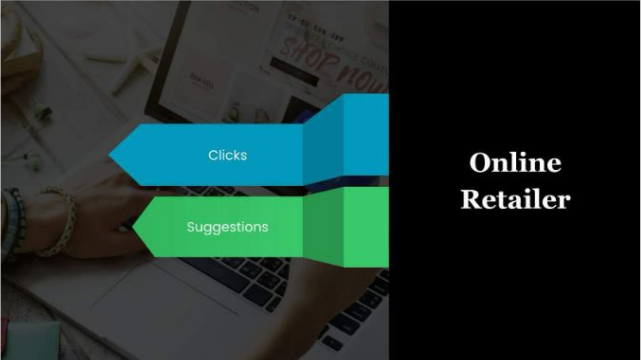
**Online retailer** +

**Ride-sharing app** +

**Grocery** +

**Online retailer** –

Online platforms like Amazon and Zappos gather data for every visit, click and search. They use sophisticated algorithms to generate recommendations based on your browsing behavior and products left in the shopping cart. These retailers can even retarget you with those specific products across other channels.



**Online Retailer**

Clicks

Suggestions

**Ride-sharing app** +

# Module Layouts – Table View

Review It and Test It.

Illustrates definitions via table layout then a True or False Knowledge Check on the content.

REVIEW IT:

## Data flow definitions

SOURCE DATA	DATABASE	ETL	BI TOOL	DATA FLOW
Data generated by an action, not adjusted in any way.	Software that holds data. Also known as a data lake, data mart or data warehouse.	The tools and processes by which data is moved and copied from one database to another.	Tools analysts use to access, analyze and visualize data for business users.	The flow and transformation of data for a particular business process.

TEST IT:

## Knowledge check

True or False. Source data is data that is not adjusted in any way.

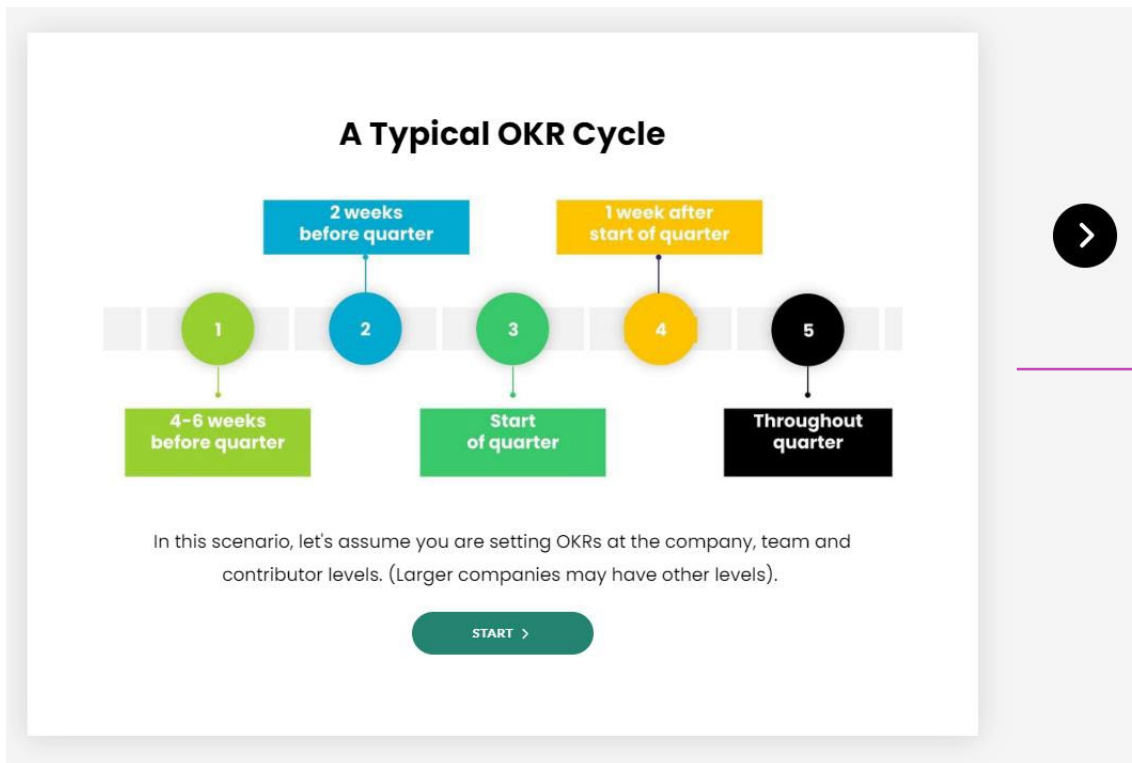
- True
- False

SUBMIT

# Module Layouts – Slider

This example illustrates a scenario and then previews the steps in each slide.

## Scenario



## Steps

**Step 1**

### Brainstorm annual and Q1 OKRs for company

**4-6 weeks before quarter**

Senior leaders start brainstorming top-line company OKRs. If you're setting OKRs for Q1, this is also the time to set an annual plan, which can help guide the direction of the company.

1 2 3 4 5 ✓

**Step 2**

### Communicate company-wide OKRs for upcoming year and Q1

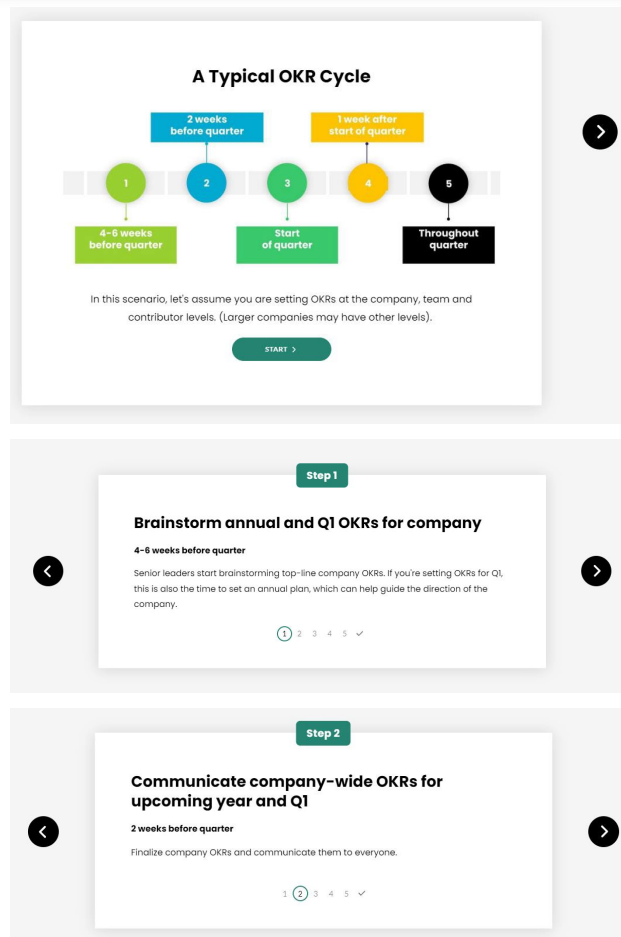
**2 weeks before quarter**

Finalize company OKRs and communicate them to everyone.

1 2 3 4 5 ✓

# Module Layouts – Slider

Provides all the content in detail below the slider module.



## Clickthrough Content: Typical OKR Cycle Steps in Detail

In this scenario, let's assume you are setting OKRs at the company, team and contributor levels. (Larger companies may have other levels).

### Step 1) Brainstorming annual and Q1 OKRs for company

This step begins 4-6 weeks before the quarter. Senior leaders start brainstorming top-line company OKRs. If you're setting OKRs for Q1, this is also the time to set an annual plan, which can help guide the direction of the company.

### Step 2) Communicate company-wide OKRs for upcoming year and Q1

This occurs 2 weeks before the quarter. Finalize company OKRs and communicate them to everyone.

### Step 3) Communicate team Q1 OKRs

This step begins at the start of the quarter. Based on the company OKRs, teams develop their own OKRs and share them at their meetings.

### Step 4) Share employee Q1 OKRs

This happens 1 week after the start of the quarter. One week after team OKRs are communicated, contributors share their own OKRs. This may require negotiation between contributors and their managers, typically in one-on-one settings.

### Step 5) Employees track progress and check-in

This final step occurs throughout the quarter. Employees measure and share their progress, checking in regularly with their managers. If attainment appears unlikely, they may need to recalibrate.

### Summary

Near the end of the quarter, employees reflect and score OKRs. Contributors score their OKRs, perform a self-assessment and reflect on what they have accomplished.

# Module Layouts – Bookmark It

Provides learner with supplemental YouTube video link.

## BOOKMARK IT:

### Setting the right goals TED Talk

Silicon Valley venture capitalist John Doerr literally wrote the book on OKRs. Bookmark this inspiring TED Talk where he explains why the secret to success is setting the right goals.

SAVE IT



The screenshot shows the YouTube interface for a video titled "Why the secret to success is setting the right goals | John Doerr | TED". The video player is currently at 0:04 of a 11:51 video. The video content shows a globe with glowing connections and icons. Below the player, the video title is displayed, followed by the TED logo and "TED 24.5M subscribers". There is a "Subscribe" button, a thumbs-up icon with "32K", a comment icon, a share icon, and a more options icon. The video description starts with "2M views 5 years ago" and "Our leaders and institutions are failing us, but it's not always because they're bad or unethical, says venture capitalist John Doerr -- often, it's simply because they're leading us toward the wrong objectives. In this practical talk, Doerr shows us how we can get back on track with ...more".

# Module Layouts – Call Out

Provides interesting fact that contrasts the rest of the content.

The screenshot displays a course interface for "Introduction to Business Analytics". The sidebar on the left shows a progress list with six items, all marked as complete with green checkmarks:

- Business Analytics Fundamentals
- Analytics Tools and Terminology
- Understanding Analytics in an Organization
- Roles and Skills Related to Business Analytics
- Module Assessment
- Playbook Assignment

The main content area features a dark background with a white callout box at the top containing the text: "Video Transcript: Key performance indicators (KPIs)". Below this, a white text block on the dark background reads: "According to a recent study by MicroStrategy, companies worldwide are using data to:" followed by three bullet points:

- Boost process and cost efficiency (60 percent)**
- Drive strategy and change (57 percent)**
- Monitor and improve financial performance (52 percent)**

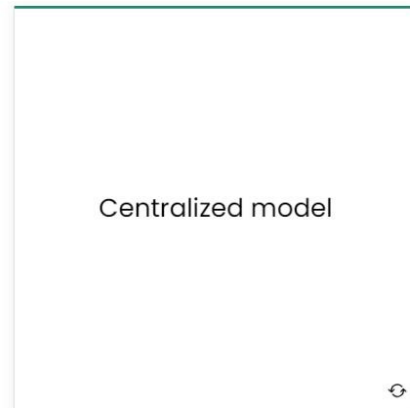
At the bottom of the main content area, a white text block provides context: "With goals, OKRs, and KPIs under our belts, let's move on and talk through how analytics teams organize to accomplish these goals. Why is this important? Whether you're in an analytics role or working alongside an analytics team, understanding how they operate can be key to getting things done. Let's take a few minutes to dig in."

# Module Layouts – Review It Flip Card Slider

The learner can click on a card, and it will flip to reveal additional information.

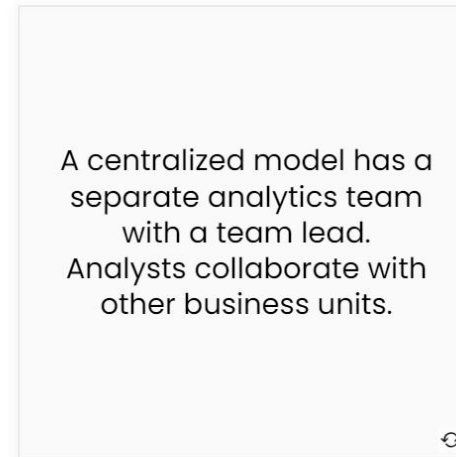
REVIEW IT:

**Analytics team models**



REVIEW IT:

**Analytics team models**



# Module Layouts End of Module

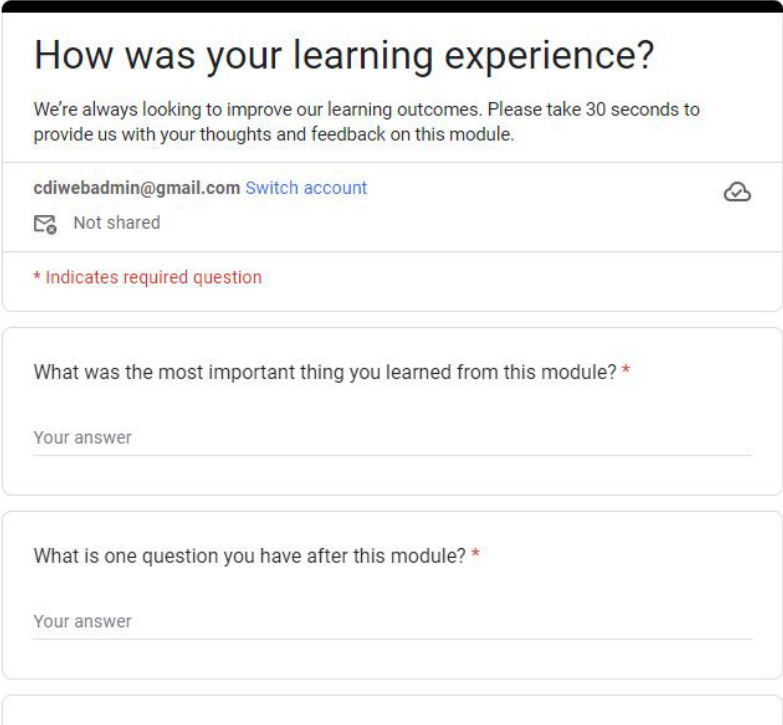
This content clearly lets the learner know that they've completed the content in the module.

It also provides a survey for feedback which is helpful for improving course content.

## Congratulations!

You've just completed the learning portion of Introduction to Business Analytics. Now it is time to take a quick assessment and then we'll jump into your Strategic Business Analytics Playbook Assignment.

Before you do that, we'd appreciate you taking 30 seconds to provide us feedback on your learning experience during **Introduction to Business Analytics**.



The screenshot shows a feedback survey interface. At the top, it asks "How was your learning experience?" and requests 30 seconds of feedback. Below this, the user's email "cdiwebadmin@gmail.com" is displayed with a "Switch account" link and a lock icon. A "Not shared" status is also shown. A red asterisk indicates a required question. The first question is "What was the most important thing you learned from this module?\*" with a text input field below it. The second question is "What is one question you have after this module?\*" also with a text input field below it.



# Module Layouts – Module Assessment

This is a graded quiz that tests the learner on the module content. It requires a 70% to pass. It can be taken multiple times until passed.

Lesson 5 of 6

## Module Assessment

Answer the following 10 questions to check your understanding of the concepts covered in this module. Refer to the videos, readings and tools covered.

You need a 70% score on the assessment to pass and complete this module. You can attempt the assessment multiple times.

[TAKE AGAIN >](#)

Question  
01/10

Which of the following is NOT a way a real estate professional would use data to make better decisions on the job?

- By reviewing prices of properties that recently sold in an area
- By collecting energy efficiency data about a home's appliances
- By gathering statistics about a neighborhood
- By scraping phone numbers off of a website

SUBMIT

## Quiz Results

Your score 100%

PASSING  
70%

TAKE AGAIN



# Module Layouts – Module Assessment

Question  
01/10

Which of the following is NOT a way a real estate professional would use data to make better decisions on the job?

- By reviewing prices of properties that recently sold in an area
- By collecting energy efficiency data about a home's appliances
- By gathering statistics about a neighborhood
- By scraping phone numbers off of a website



Incorrect

NEXT

Question  
02/10

Which of the following is NOT an aspect of a database that can be optimized to support the goals of an organization?

- Scale
- Geography
- Speed
- Volume



Correct

NEXT

- Example of Quiz Answers.
- This clearly lets the learner know if they received an Incorrect or Correct answer.

# Module Layouts

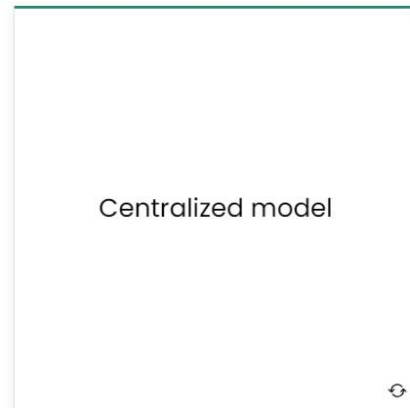
## – Review It – Flip

### Card Slider

The learner can click on a card, and it will flip to reveal additional information.

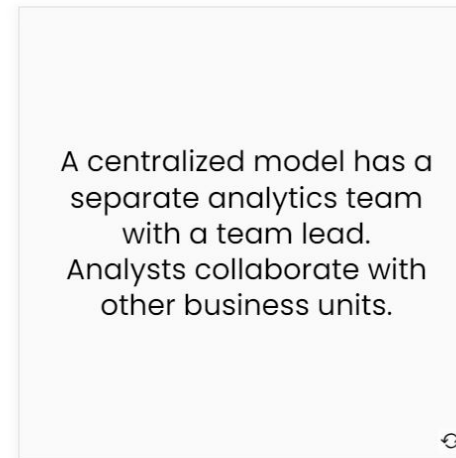
REVIEW IT:

**Analytics team models**



REVIEW IT:

**Analytics team models**



# Playbook Assignment – Practical Hands-On Learning Example

Lesson 6 of 6

## Playbook Assignment

### Learning through hands-on practice

In each module, you'll be engaging with relevant business analytics concepts and strategies and applying them to a real-world scenario in your Strategic Business Analytics Science Playbook.

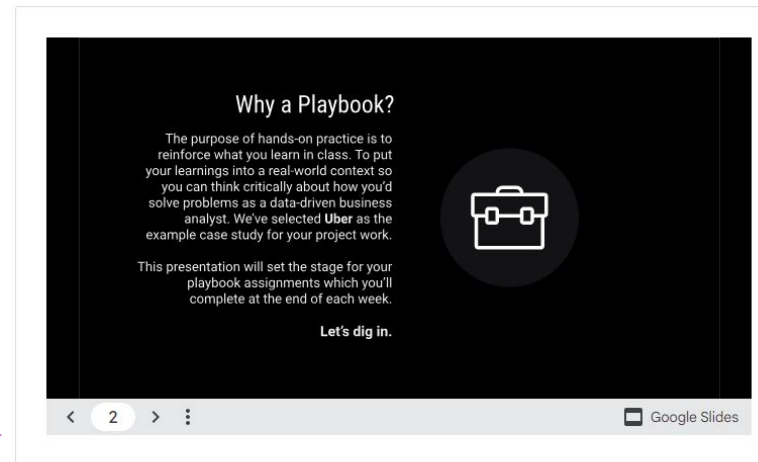
For this course project work, we'll be focused on Uber, the world's largest ride-sharing platform for customers around the globe. This is where the rubber meets the road and where you'll put your new skill sets to the test.

### EXPLORE IT:

#### Playbook: Uber Strategy

Learn more about Uber, the company's background, customers, and brand positioning.

**Hint:** You'll be using this material while engaging in your Strategic Business Analytics Science Playbook assignments and coursework! Resources like this will be made available throughout the course experience.



- Use of Google Slides for Playbook Instructions as well as Work Submissions

### APPLY IT:

#### Draft a business analytics project plan

##### 45-60 MINUTES

##### Access the Playbook Assignment

Review the Business Analytics Playbook assignment and follow the instructions to complete it.

LET'S DO THIS!

**By clicking on Let's Do This, you are officially completing the online coursework for this week. You can return to this module at any time if you need to review or access any of the material.**

# Playbook Assignment – Submission Instructions

## INSTRUCTIONS: SUBMIT IT

**Review** each slide and make sure you have completed the entire assignment

**Set share settings** so **anyone with the link** can view the document

**Access** the correct assignment submission page in the [Learning Management System](#)

**Copy/Paste** the link to your assignment in the system by the due date.

**Confirm** the assignment was accepted by the Learning Management System

### How to set share settings:

- Click “Share” in the upper right corner
- Under “General Access”, select “**anyone with the link**”
- Click “Copy” and then “Done”
- Paste the link in the correct assignment submission page in the LMS

[Watch this video for a quick demo](#)

Example of assignment prompts.

**COMPLETE:** Describe actions you would take at each phase

DISCOVERY PHASE
<b>Learn the goals of the project.</b> What are the project goals? How will you measure performance against goals? What actions will you take to make sure the goals are aligned? Who are the stakeholders in this project?
Write your answers here, in 2-3 sentences.

**COMPLETE:** Describe actions you would take at each phase

DEVELOPMENT PHASE
<b>Start building your dashboard.</b> What steps need to be executed in this phase? What data needs to be included? Do you need to collaborate with others? If so, who? What are the key milestones for this phase?
Write your answers here, in 2-3 sentences.