

# Data Driven Decision Making

## LEVEL 4

**This course gives learners the skills to confidently use data in decision-making. You'll explore how to collect, analyse, and interpret data to support product management and strategic planning.**

Through hands-on experience with data visualisation tools and analytics platforms, you'll learn how to transform raw data into meaningful insights that drive business outcomes.



### What will I learn?

This course will equip you with practical skills to use data effectively in product management and strategic decision-making.

You'll learn how to collect and organise relevant data, identify key trends and patterns, and apply basic and advanced analysis techniques to uncover meaningful insights. The course also covers how to present data clearly using visual tools and adapt your findings for different audiences.

By the end, you'll be able to use data to inform decisions, prioritise product initiatives, manage risks, and continuously improve your strategies based on real-world evidence.



### How will I learn?

Blend of interactive workshops, online modules, and real-world competency tasks—delivered either face-to-face or virtually for flexibility.

### What will I achieve?

You will gain a unit accreditation certificate from Agored in Data-Driven Decision-Making Level 4.

### Modules & Credits

Data-Driven Decision-Making	12
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### How do I apply?

Visit: [aspire2be.co.uk/microcredentials](https://aspire2be.co.uk/microcredentials)

or email  
[microcredentials@aspire2be.co.uk](mailto:microcredentials@aspire2be.co.uk)