HIGH BRIDGE ACADEMY

Course Syllabus

Analysis & Synthesis

COURSE OVERVIEW

This comprehensive course provides a deep dive into the world of business analytics and strategic decision-making.

Designed for aspiring leaders and data-driven decision-makers, the course covers a range of topics from the planning and execution of data analysis to synthesizing complex business information for strategic recommendations.

Participants will engage in practical exercises, including Excel model building and developing strategic recommendations based on synthesized data, leveraging real-life case studies ranging from price sensitivity in financial products to retail loyalty programs.

The course is structured to enhance participants' skills in analytical thinking, model building, and effective communication in business contexts.

Learning Objective 1: Analytics in Business Decision-Making

To explore the role of analytics in business, from data gathering to deriving insightful conclusions, and to practice these concepts through hands-on exercises.

Key Takeaways	Example questions
1. **Flow of Analytics:** Insights into the end-to-end process of analytics in business, from data collection to insight generation. 2. **From the Business Question to the Analysis:** Learning the different types of analyses and how to choose the best one to solve a business question. 3. **Case Studies and Practical Exercises:** Engagement in practical exercises to select and plan the appropriate analysis for each case study.	• Why is analytics important? • How to choose the best analysis to answer a business question? • What's the difference between descriptive, causal and predictive analyses? • Which data are needed to perform an analysis? • What can be done if the required data are not available, or the analysis is too complex, or the results are inconclusive?

Learning Objective 2: Review and Application of Excel Model Building

To review the techniques to design and build Excel advanced models and to practice them with hands-on exercises focused on a supermarket chain's loyalty program.

Key Takeaways	Example questions
1. **Excel Modeling for Business Decisions:** Learning the three model design principles (Integrity, Clarity, and Flexibility). 2. **Approach to Model Building:** Learning a structured approach to model building, including defining objectives, understanding inputs, drafting structure and iterative refinement. 3. **Importance of Assumptions:** Grasping the significance of assumptions in modeling and how to adapt models to new scenarios or data. 4. **Practical Exercises:** Hands-on exercises to apply the theoretical knowledge in the creation of a complex Excel model	• What is a model? • Why is building a model difficult? • Which principles should be followed when building a model? • What are some formatting best practices? • What resources can be used to create good assumptions? • What are the steps to break down the creation of a complex model into manageable units?

Learning Objective 3: Synthesis and Strategic Recommendation Formation

To practice synthesizing complex business information and forming strategic recommendations, including exploring different scenarios from straightforward to ambiguous

Key Takeaways	Example questions
1. **Structured Communication in Recommendations:** Mastery of the art of structured communication for clear and coherent strategic recommendations. 2. **Risk Assessment and Strategy Formation:** Learning to identify potential risks and develop strategies for risk mitigation. 3. **Approaches for Different Situational Analyses:** Understanding and applying varied approaches for forming recommendations based on the level of clarity in data and analysis.	• How to properly synthesize a recommendation to the stakeholders? • What constitutes a strong synthesis? • How does the approach change when there is more than one recommendation? • How to include risks and next steps to integrate your recommendation? • How to build a clear synthesis when the results of the analysis are ambiguous?

