

# AI-Driven Data Analysis: A Beginner's Guide



- Unleash the Power of AI in Data Analysis: Stay Ahead of the Curve
- Master the Essentials of R and Python for Accessible and Powerful Analysis
- Build Confidence in Analytical Skills and Find Clarity in Complex Data

This beginner-friendly course introduces you to AI-driven data analysis techniques, focusing on practical applications for quantitative data insights. You'll explore essential topics in descriptive statistics, including averages, interquartile range, standard deviation, and variance, as well as correlation analysis and the student t-test. We'll also cover foundational concepts in linear regression and the normal linear model, all through relatable business scenarios.

Throughout the course, you'll work with R and Python, two of the most essential programming languages for data analysts.

At the module's conclusion, you will be able to understand and collaborate efficiently with economists and data analysts. You will have the foundational knowledge needed to embark on a quantitative data analytics journey.

Participants who complete the course will receive a Certificate of Attendance.



LIVERPOOL  
HOPE  
UNIVERSITY

1844

Liverpool Hope  
Business School

## Delivery

Delivery will comprise 3 hour-long online sessions on Wednesday evenings (5.30 - 8.30pm), for 3 weeks.

## Dates and Times

- Wednesday 19th March 2025, 5.30pm - 8.30pm
- Wednesday 26th March 2025, 5.30pm - 8.30pm
- Wednesday 2nd April 2025, 5.30pm - 8.30pm.

## Target Audience

Executives, middle-level managers, think tank researchers and career changers.

## Entry/Technical Requirements

- GCSE score of at least a C/4 in Maths.
- We would also consider applicants with some experience in handling numbers and data.
- No specific software required, just access to internet and a web browser.

## Cost

£360 per participant.

## How to apply

**To apply or for more information please contact:**

The PLD Team  
Liverpool Hope University  
Hope Park, Liverpool, L16 9JD.

Tel: 0151 291 3061/3834

Email: [pld@hope.ac.uk](mailto:pld@hope.ac.uk)

[www.hope.ac.uk/pld](http://www.hope.ac.uk/pld)



**Visit:**  
**[www.hope.ac.uk/pld](http://www.hope.ac.uk/pld)**



**LIVERPOOL  
HOPE  
UNIVERSITY**

1844