

# Design-Led Business Analytics

**Solve User-Centred Problems Using Business Analysis &  
Design Thinking Tools**

**Mode:** 100% Online

**Ideal for:** MBA Graduates, Business Analyst Aspirants, Working Professionals



# Why This Program?

Business problems today are about people, not just data. Traditional methods often miss real user needs, leading to ineffective solutions. This course integrates **Design Thinking principles** into **Business Analytics**, empowering you to uncover true user needs, analyse the right data, and build impactful, usable solutions.

# Learning Objectives

## **User-Centric Mindset**

Build a deep user-centric mindset for problem framing and solution design.

## **Business Analysis Tools**

Apply core tools for data collection, analysis, and visualisation.

## **Design Thinking Integration**

Integrate the Design Thinking framework into business analytics workflows.

## **Actionable Solutions**

Translate insights into user-validated, actionable solutions.

## **Data Storytelling**

Present complex insights and prototypes using data storytelling and visual tools.



# Core Tools You Will Master



## **Excel / Google Sheets**

Data analysis & structuring



## **Miro**

Ideation, journey maps, whiteboarding



## **Figma / Miro**

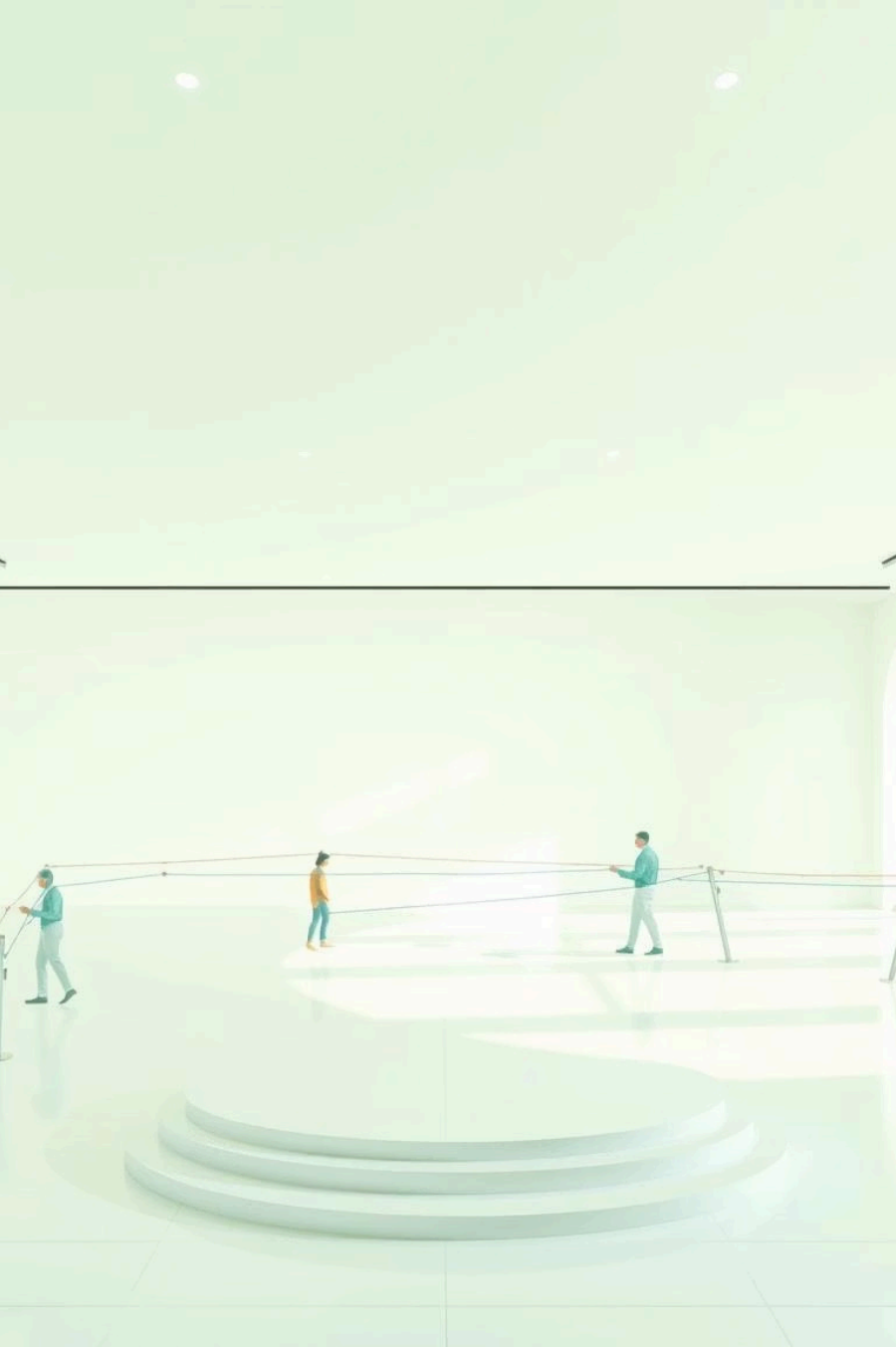
Prototyping low-fidelity user interfaces



## **Tableau Public / Power BI**

Visual analytics & dashboarding





# Program Structure



## Discovering the User and Defining the Right Problem

### Introduction

What is Design-Led Business Analysis and why now? Shifting from problem-solving to problem-finding. Tool Onboarding: Miro.

### Empathise

User research methods: Interviews, Observations, Surveys.  
Creating Empathy Maps. Activity: Conduct and synthesise user research.



## Ideation, Data Collection, and Concept Prototyping

### Ideate

Creative brainstorming techniques: SCAMPER, Mind Mapping, Dot Voting. Converging on viable solutions. Introduction to structuring data.

### Quantitative Analysis

Connecting qualitative insights to measurable metrics. Creating survey tools and mock data collection. Data preparation in Excel.





## Testing, Validation, and Communication

### Test

Usability testing methods for feedback and iteration. Conducting mini user-testing sessions. Tool: Building simple dashboards in Tableau or Power BI.

### Iterate & Communicate

Iterative refinement based on data + feedback. Principles of good dashboard and presentation design. Storytelling with Data.

### Capstone & Presentation

Execute an end-to-end Design-Led BA project. Prepare final presentation: problem, solution, research, and data narrative. Showcase portfolio-ready prototype.



# Assessment Plan

## Weekly Assignments (50%)

Focus on skill-building through practical submissions and peer feedback.

## Capstone Project (50%)

Solve a real-world challenge using the complete methodology, culminating in a live online presentation.



# What You'll Walk Away With



## **Project Portfolio**

A complete Design-Led BA project portfolio.



## **Mindset**

Strong user empathy + analytical mindset.



## **Confidence**

Confidence in prototyping, presenting, and data-driven decision-making.



## **Tool Mastery**

Practical mastery of 5+ key industry tools.



## **Certification**

Certification of Completion backed by a real-world capstone.