



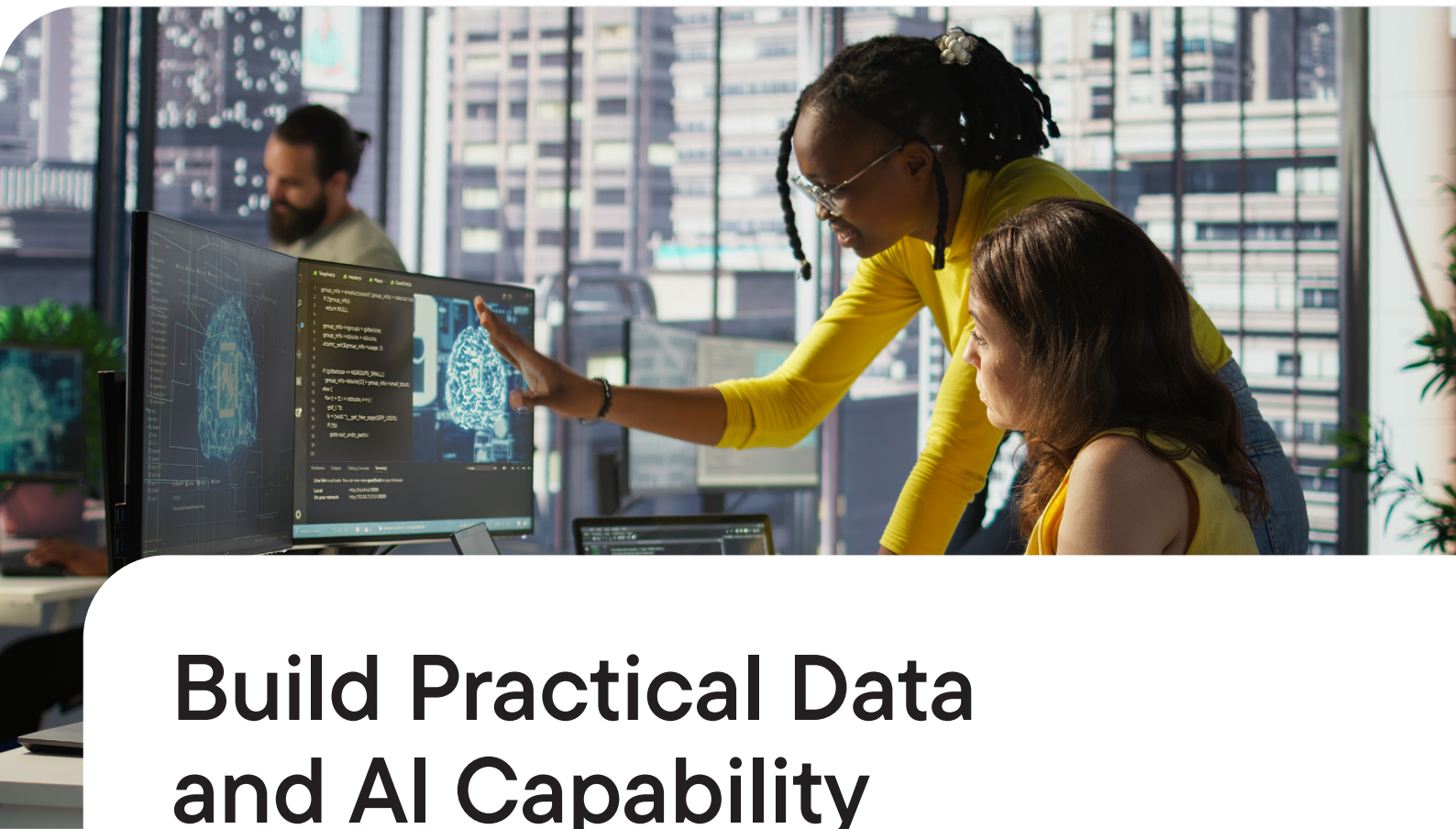
Level 3

# Data Essentials with AI

Data and artificial intelligence are reshaping how organisations understand performance, solve problems and drive improvement.

This programme equips professionals in operational, project, support or digital roles with the practical skills to work confidently with data and apply AI tools in real workplace contexts. You will build the capability to analyse data, identify trends, and generate meaningful insight, while using tools such as Excel and Power BI to communicate clearly and support stronger organisational performance.






# Build Practical Data and AI Capability



Level 3

Data Technician

 Duration: 13 months

## What's Involved

This programme is structured into four clear parts, building capability step-by-step with a strong focus on practical application.

You will develop the confidence to understand data, use AI tools effectively, and generate insight that supports decision-making and day-to-day performance. You will strengthen your ability to manage data responsibly, communicate insights clearly, and apply analysis to real business challenges.

The final stage brings everything together, supporting you to use data and AI to improve performance, influence outcomes, and contribute measurable value across the organisation.

## What This Means for You

This programme will provide you with a strong understanding of how data and AI are applied in practice and their role in organisational performance. You will be able to confidently manage key elements such as collecting, preparing and analysing data, identifying trends and patterns, and using AI tools, including Microsoft Copilot, to support insight and decision-making. You will also strengthen your ability to communicate findings clearly, collaborate with stakeholders, and apply data and AI responsibly to support effective decision-making, improved performance and greater organisational value.

## What You Will Achieve

Showcase your analytical expertise with these in-demand certifications. Once completed, you'll earn:

 <p><b>Data Essentials with AI</b></p> <p>KnowledgeBrief Management School</p>	 <p><b>Level 3 Data Technician Apprenticeship Certification</b></p> <p>Skills England</p>	 <p><b>Microsoft AI Business Professional Certificate</b></p> <p>Microsoft</p>
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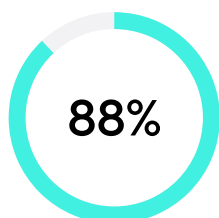
### Integrated AI Certification

### Develop Practical AI Business Skills with Microsoft Certification

As part of the course, you will work towards the **Microsoft AI Business Professional Certificate**, building confidence in using generative AI productivity tools to improve everyday work and support better business outcomes. This certification focuses on practical use of tools such as **Microsoft 365 Copilot** across familiar apps including **Outlook, Word, Teams, PowerPoint** and **Excel**. You will develop the ability to use AI to draft content, manage information, create outputs, support decision-making and improve productivity, without the need for coding or app development skills.

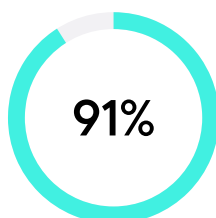


### Learners' Outcomes:



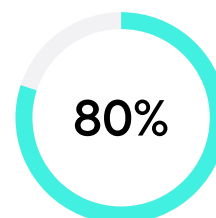
#### More inspired

88% said their communication had improved.



#### More confident

91% said they have increased confidence.



#### More qualified

4 out of 5 of our learners achieve a Distinction.

## Benefits for Employers

Bring analytical and AI capability in-house and empower your teams with insight-driven decision-making. This programme develops confident professionals who can manage data responsibly, use AI effectively, identify trends, and communicate findings clearly. This supports innovation, improves efficiency, and enables better, faster decision-making across your organisation.



### Planting the Future, One Learner at a Time

Every time a learner completes this apprenticeship, we plant a tree to celebrate their personal growth and help to support global reforestation projects.

# What You Will Learn

**PART 1**

## Introduction to Organisational Data and AI

In this part of the programme, you will build a strong foundation in how data is used within your organisation and how it supports day-to-day operations and decision-making. You will explore different types of data, how it is stored, structured and accessed across systems, and how it flows between teams. Alongside this, you will be introduced to the fundamentals of artificial intelligence and how it connects to data. You will begin developing practical skills in sourcing, preparing and working with data using tools such as Excel, while understanding the importance of data quality, structure and context in enabling effective analysis and AI use.

Learning Cycle 1.1	Learning Cycle 1.2	Learning Cycle 1.3	Workshops	Reviews
Understanding Data in Your Organisation	Data and AI Fundamentals	Effective Data Sourcing and Collection	<b>2</b>	Starting Point Meeting and Progress Review

**PART 2**

## Trustworthy Data: Legal, Ethical, Security and AI Requirements

This part focuses on working with data responsibly, accurately and with integrity. You will develop your understanding of data protection, security and ethical practice, alongside exploring how AI should be used in a responsible and controlled way. You will learn how to identify and resolve data quality issues, validate datasets and ensure accuracy before analysis. You will also build confidence in communicating data effectively, tailoring your message to different audiences and producing clear, professional outputs. This part ensures your work is not only insightful, but also trusted and compliant.

Learning Cycle 2.1	Learning Cycle 2.2	Learning Cycle 2.3	Workshops	Reviews
Legal, Ethical, Security and Responsible AI Requirements	Data Quality, Validation and AI-Driven Data Cleaning	Communicating Data Effectively	<b>2</b>	Tripartite Meeting and Progress Review



## PART 3

### Generating Insight from Data Using Analytics and AI

In this part of the programme, you will develop your ability to turn data into meaningful insight using a combination of analytical techniques and AI-supported approaches. You will learn how to combine and transform datasets, explore trends and patterns, and apply different methods of analysis to answer business questions. You will also create dashboards and visualisations, using data storytelling to communicate findings clearly. AI will be introduced as a tool to support analysis, interpretation and insight generation, helping you move beyond working with data to actively creating value from it.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	Certification	Workshops	Reviews
Blending and Linking Datasets	Trends, Patterns and AI-Driven Analysis	Statistical Analysis and AI-Supported Interpretation	Microsoft AI Business Professional	<b>2</b>	Gateway Tripartite Meeting, Progress Review and EPA Prep

## PART 4

### Future of Data: AI, Tools and Innovation

In the final part of the programme, you will focus on applying your skills in more advanced and practical contexts. You will explore modern data tools and AI applications, understanding their benefits, limitations and role in supporting decision-making. You will develop problem-solving techniques, including root cause analysis, and apply these within real-world scenarios. You will also plan and deliver data projects, managing workflows and communicating outcomes effectively. This part prepares you to work confidently in evolving data environments, using both data and AI to support continuous improvement and innovation.

Learning Cycle 4.1	Learning Cycle 4.2	Learning Cycle 4.3	Learning Cycle 4.4	Workshops	Reviews
Advanced Data Tools and AI Applications	Problem Solving	Working on Data Projects	EPA Preparation	<b>2</b>	Gateway Tripartite Meeting, Progress Review and EPA Prep

## How You Are Assessed

Once the programme is complete, you will be assessed through the End-Point Assessment (EPA) by an independent, accredited organisation.

### Scenario Demonstrations with Questioning

- Two 45-minute practical tasks: one on data gathering, one on analysis and validation
- Observed by an independent assessor and supported by at least 10 questions


### Professional Discussion with a Portfolio of Evidence

A 60-minute discussion with an independent assessor with reference to a portfolio of evidence.

The result from each assessment method is combined to decide the overall apprenticeship grade.

The following grades are available for the apprenticeship: Fail, Pass, Distinction.





## Core Elements of Your Programme



### Workshops

Workshops deliver expert-led learning on core data, digital, analytical and leadership practices. These engaging, interactive sessions bring key areas of the curriculum to life through practical activities and real workplace application, helping you strengthen your confidence in understanding data, using it responsibly, interpreting insights and applying emerging technologies to support better organisational decision-making. Topics include:

- Data Foundations: Understanding Organisational Data and its Value
- Data Responsibility: Leading Ethical, Secure and Compliant Practice
- Analysing Data: Interpreting Results and Applying Statistical Thinking
- Future Trends: Leading Through Innovation, Automation and Sustainable AI Practice



### Techniques and Insight Questions

Build clear understanding of key concepts and learn how to apply them with confidence in your role. Techniques introduce important ideas through structured resources, helping you connect theory to real workplace practice. You will then complete an Insight Question, a short written task that helps you reflect on your learning and apply it to your own responsibilities.



### Dedicated Support at Every Step

Work with a dedicated Skills Coach who supports you throughout your learning journey. From regular progress reviews to clear guidance, practical feedback and focused preparation for EPA, your coach will help you stay on track, build confidence and apply your learning in the workplace. Learners regularly highlight the encouragement, responsiveness and expertise of their KnowledgeBrief coaches, recognising the difference this consistent, personalised support makes to their progress and success.



### Work-Based Evidence

Turn your day-to-day work into meaningful evidence of your development. You will build your portfolio through real workplace activity, capturing examples from tasks such as meetings, presentations and projects. This helps you apply learning in context, show progress against your role responsibilities and demonstrate the value you are creating for your organisation.

CORE TECHNOLOGY PLATFORMS



# KBPro Digital Ecosystem

A connected experience for learners, clients and performance

KBPro brings learning and client insight together in one intelligent environment. By integrating the Learner Experience Platform and Client Experience Platform, it connects development and performance seamlessly. Learners, managers and clients stay aligned through real-time visibility, shared insight and a consistent, fully brandable experience that supports progress, accountability and measurable impact.

## KBPro **LXP**

### Learning that Fits Your World and Drives Real Progress

Our Learning Experience Platform (LXP) is designed to enable busy professionals to learn when they can, where they can, offering bite-sized modules, real-time feedback and time to reflect. It blends theoretical knowledge with work-based projects, helping learners build confidence and apply knowledge at work. The result is a personalised, intuitive experience that turns everyday learning into lasting progress.

## KBPro **CXP**

### Clarity and Insight to Track, Support and Maximise Impact

The Client Experience Platform (CXP) gives clients and line managers a clear, real-time view of each learner's journey. No chasing, no guesswork. With smart insights, progress tracking and performance dashboards, it brings people together around learner success, making collaboration easier and impact for your organisation more visible, all while keeping things refreshingly simple.



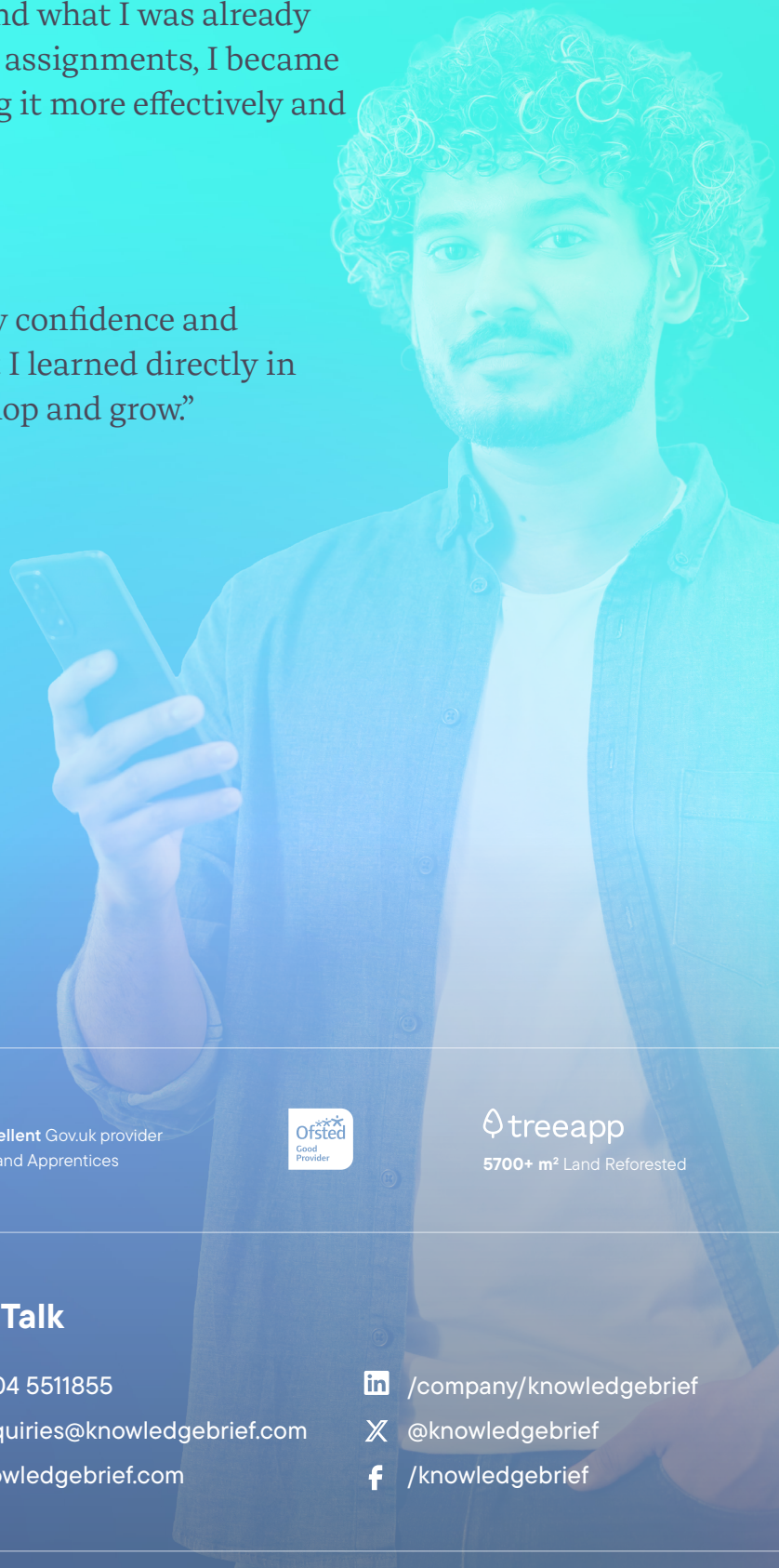
## Our Learners Say

“It gave me the theory and structure behind what I was already doing. As I engaged with the learning and assignments, I became more confident and found myself applying it more effectively and consistently in practice.”

— Ian Palmer, University of Sheffield

“The programme helped me build both my confidence and practical skills, allowing me to apply what I learned directly in my role. I’ve always felt supported to develop and grow.”

—Kim Barnes, LGC



4.7 Rated Excellent by our Learners  
★REVIEWS.io



Rated 4★ Excellent Gov.uk provider  
by Employers and Apprentices



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5700+ m<sup>2</sup> Land Reforested

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