



## **Business Intelligence & Data Analytics**

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## **Business Intelligence & Data Analytics**

**5 days training course**

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**For detailed information on training course dates, please click the link:**

**[Business Intelligence & Data Analytics.](#)**



## **Course Overview**

The Business Intelligence & Data Analytics course provides participants with a comprehensive understanding of how to collect, analyze, and interpret data for strategic decision-making. The course covers business intelligence (BI) tools, data visualization techniques, predictive analytics, and data-driven decision-making strategies to enhance business performance.

## **Objectives**

- Understand the principles and applications of business intelligence (BI) and data analytics.
- Learn how to collect, process, and analyze business data effectively.
- Utilize data visualization techniques for clear and impactful reporting.
- Explore predictive analytics and machine learning applications in business.
- Improve decision-making using data-driven insights.
- Identify key performance indicators (KPIs) and metrics for business success.
- Gain hands-on experience with modern BI tools and analytics platforms.

## **Who Should Attend?**

This course is designed for professionals involved in business strategy, data analysis, finance, marketing, IT, and decision-making roles. It is ideal for executives, managers, analysts, and individuals seeking to enhance their ability to use data-driven insights for business growth and competitive advantage.

## Course Outline:

### Day 1: Introduction to Business Intelligence & Data Analytics

- Overview of business intelligence and data analytics
- The role of data in strategic decision-making
- Understanding different types of business data
- Data governance, quality, and management best practices
- Common BI tools and analytics platforms
- Case study: How businesses use BI to drive success

### Day 2: Data Collection, Processing, and Management

- Data sources: internal vs. external data
- Techniques for collecting and cleaning data
- Data storage and database management basics
- Introduction to data warehousing and cloud-based BI solutions
- Ensuring data accuracy, consistency, and security
- Hands-on exercise: Managing and processing raw data

### Day 3: Data Visualization and Dashboarding

- Principles of effective data visualization
- Choosing the right charts and graphs for different datasets
- Creating interactive dashboards for business reporting
- Data storytelling: Communicating insights effectively
- Introduction to BI tools like Power BI and Tableau
- Hands-on workshop: Designing a BI dashboard

### Day 4: Predictive Analytics and Machine Learning in Business

- Introduction to predictive analytics and its applications
- Understanding key machine learning models for business insights
- Forecasting trends and identifying patterns in data
- Risk assessment and fraud detection using analytics
- Integrating AI and automation in business intelligence
- Case study: How predictive analytics transforms industries

### Day 5: Data-Driven Decision Making and Business Strategy

- Identifying key performance indicators (KPIs)
- Making strategic business decisions using data insights
- Competitive analysis and market intelligence using BI tools
- Ethical considerations in data analytics



- Future trends in business intelligence and analytics
- Course review and final BI strategy presentation



## DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

## CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

## SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

## REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

## TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.