



Business Intelligence & Analytics

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Big Data Analytics for Business Leaders

5 days training course

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

[Business Intelligence & Analytics.](#)

Target Audience:

This course is designed for finance professionals, analysts, and decision-makers who want to enhance their ability to use business intelligence (BI) and business analytics (BA) for data-driven financial decision-making. Ideal participants include:

- Financial Analysts and Managers
- CFOs and Finance Directors
- Business Analysts and Strategy Consultants
- Accounting and Audit Professionals
- Investment and Risk Analysts
- Professionals responsible for financial planning and performance evaluation
- Head Office Planning Managers
- Budgeting and Forecasting Teams
- Commercial Managers

Introduction:

In today's fast-paced financial environment, data-driven decision-making is crucial for driving business success. This course provides finance professionals with the knowledge and skills to leverage Business Intelligence (BI) and Business Analytics (BA) tools, interpret financial data, and make informed strategic decisions. By combining BI principles with statistical and predictive analytics, participants will gain the ability to transform raw financial data into actionable insights.

Training Objectives:

By the end of this course, participants will be able to:

- Understand business models and financial value creation
- Implement Business Intelligence (BI) and Business Analytics (BA) frameworks
- Apply statistical and predictive analytics for financial forecasting
- Develop financial dashboards and data visualization tools
- Utilize Excel and Power BI for financial analysis and reporting
- Improve financial decision-making with data-driven insights
- Navigate organizational change in BI/BA implementation

Course Outline:

Day 1: Business Models, Processes, and Data-Driven Decision Making

- Creating Value for Key Organizational Stakeholders
- The Evolving Role of Finance Professionals in Data Analytics
- Understanding Business Models and Business Processes
- Business Process Improvement and Re-engineering
- Introduction to Business Intelligence (BI) and Business Analytics (BA)
- Fundamentals of Data-Driven Decision Management (DDDM)
- Key Financial Metrics and Shareholder Value Drivers
- Identifying Critical Success Factors and Performance Measures

Day 2: Business Intelligence and Business Analytics Essentials

- Implementing a Business Performance Management Framework
- The Purpose and Definition of Business Intelligence (BI)
- Evolution and Development of BI in Finance
- Key Features, Tools, and Terminology of BI Systems
- Understanding the Definition and Aims of Business Analytics (BA)
- Differentiating Descriptive, Diagnostic, Predictive, and Prescriptive Analytics
- Overview of BI and BA Tools Used in Financial Decision-Making

Day 3: Statistical and Predictive Analytics for Finance

- Defining Statistical, Descriptive, and Predictive Analytics
- Fundamentals of Business Database Design for Financial Analysis
- Understanding Probability Theory and Distribution in Finance
- Time Series Analysis for Financial Forecasting
- Using Moving Averages for Trend Analysis and Forecasting
- Applying Linear Regression for Financial Predictions
- Monte Carlo Simulation in Excel for Risk and Uncertainty Analysis
- Predictive Analytics Using 'What-If' Forecasting Scenarios

Day 4: Data Visualization and Financial Reporting

- Converting Data into Insights: Understanding Data, Information, and Business Impact
- The Role of Data Visualization and Infographics in Finance
- Choosing the Right Charts and Graphs for Financial Data Representation
- Designing Engaging and Impactful Visuals for Financial Decision-Makers
- Using Excel and PowerPoint for Data Visualization in Finance
- Creating and Interpreting Financial Dashboards and Scorecards
- Best Practices for Designing Interactive Financial Reports
- Practical Techniques for Building Dynamic Dashboards in Excel and Power BI

Day 5: Implementing BI and Managing Organizational Change

- Agile Methodologies for Business Intelligence and Analytics System Development
- Key Steps in Designing and Implementing a BI/BA Framework
- The Role of Organizational Culture in Successful BI Adoption
- Managing Change and Overcoming Resistance in BI/BA Projects
- Strategies for Driving Adoption of BI and BA Solutions in Finance
- Best Practices for Sustainable BI and Analytics Implementation
- Course Review and Action Plan for Applying BI/BA in Finance

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.