



Business Analytics & Data-Driven Decision Making

www.masterpeaktraining.com

phone: +905302682631

Email: info@masterpeaktraining.com

Business Analytics & Data-Driven Decision Making

5 days training course

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

[Business Analytics & Data-Driven Decision Making.](#)



Target Audience:

This course is ideal for professionals across various industries, including:

- Business Analysts & Data Analysts
- Executives, Managers & Decision-Makers
- Finance & Accounting Professionals
- Marketing & Sales Managers
- IT & Data Science Professionals
- Operations & Supply Chain Specialists
- Entrepreneurs & Business Owners

Introduction:

In today's fast-paced business environment, organizations must leverage data and analytics to drive strategic decision-making and gain a competitive edge. This **Business Analytics & Data-Driven Decision Making** course provides participants with the skills to extract insights from data, use analytics to improve performance, and apply data-driven strategies for business growth.

This course focuses on practical applications of business analytics, helping participants:

- Understand the role of data in decision-making across industries.
- Apply key business analytics techniques to solve real-world challenges.
- Utilize predictive modeling, data visualization, and AI-driven analytics.
- Enhance strategic planning through data interpretation and trend analysis.
- Improve operational efficiency, profitability, and risk management.

Training Objectives:

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

- Understand key concepts in business analytics and data science.
- Collect, clean, and interpret business data for decision-making.
- Use advanced analytical techniques such as predictive analytics and machine learning.
- Build dashboards and data visualizations for real-time insights.
- Leverage data analytics for strategic planning and process optimization.
- Apply statistical models to analyze trends and forecast outcomes.



Course Outline:

Day 1: Business Analytics Fundamentals

- Introduction to business analytics and big data
- Understanding data sources and types
- Data-driven decision-making frameworks
- Overview of descriptive, predictive, and prescriptive analytics
- Case study: How top organizations use business analytics

Day 2: Data Collection & Visualization

- Data gathering, cleaning, and preparation
- Exploratory data analysis (EDA) techniques
- Using Excel, Power BI, and Tableau for visualization
- Building interactive dashboards
- Creating a business performance dashboard

Day 3: Statistical & Predictive Analytics

- Key statistical methods for business analysis
- Regression analysis & trend forecasting
- Introduction to predictive modeling and AI-driven insights
- Customer segmentation and market analysis
- Hands-on case study: Forecasting sales and market demand

Day 4: Advanced Analytics & AI Applications

- Machine learning basics for business applications
- Sentiment analysis and text analytics
- AI-driven business intelligence tools
- Data-driven strategy formulation
- Practical exercise: Applying AI models for business insights

Day 5: Implementing Data-Driven Decision Making

- Integrating analytics into business strategy
- Overcoming data challenges and biases
- Data security, ethics, and compliance
- Real-world case study: Data-driven transformation success stories
- Final project: Applying analytics to a real-world business challenge



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.