MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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DATA DECISION-MAKING

""Using Data-Driven Insights to Make Informed, Strategic Business Decisions""

Schedule

Date	Venue	Fees (Face-to-Face)
25 – 26 Feb 2026	Doha, Qatar	USD 1995 per delegate
03 – 04 Jun 2026	Manama, Bahrain	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's data-driven world, organizations rely heavily on data to guide decision-making processes. However, having access to data is not enough; the ability to interpret, analyze, and derive actionable insights from that data is what truly makes a difference. Effective data decision-making is the key to enhancing operational efficiency, improving customer experiences, and achieving long-term strategic goals.

This 2-day course is designed to equip professionals with the skills and techniques needed to make data-driven decisions. Participants will learn how to gather, analyze, and interpret data, as well as how to use various analytical tools to inform business strategy and operations. Through practical exercises and case studies, you will gain a deep understanding of the importance of data in decision-making and how to apply data insights effectively.

Objectives

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

- Understand the key concepts of data decision-making and its role in business strategy
- Learn how to collect, analyze, and visualize data for decision-making purposes
- Utilize data-driven insights to solve business problems and optimize operations
- Apply statistical and analytical techniques to interpret data and make informed decisions
- Develop and implement data-driven strategies to enhance business performance
- Communicate data findings and insights effectively to stakeholders

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Why Attend

- Gain practical skills in analyzing and interpreting data to support decision-making
- Learn how to leverage data for improved strategic and operational outcomes
- Build confidence in using data to solve business challenges and identify opportunities
- Enhance your ability to present and communicate data-driven insights to your team and stakeholders
- Understand the key tools and techniques that will make you a more effective decision-maker

Target Audience

This program is designed for:

- Business managers and decision-makers
- Data analysts and business analysts
- Marketing and operations professionals
- Senior executives responsible for strategic planning
- Anyone looking to improve their ability to make data-driven decisions

Individual Benefits

Key competencies that will be developed include:

- Strong understanding of how to apply data to inform business decisions
- Proficiency in using analytical tools to extract insights from data
- Ability to make data-driven recommendations to improve business performance
- Confidence in presenting data findings in a clear and actionable way
- Improved strategic thinking and problem-solving using data analysis

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More effective decision-making across the organization
- Improved business strategies and operational efficiency through data-driven insights
- Stronger collaboration between departments and data teams
- Enhanced capacity for data analysis and interpretation in day-to-day operations
- Increased competitive advantage through smarter, data-informed decisions

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Key concepts in data decision-making, data collection, and analysis techniques
- Case Studies – Real-world examples of data-driven decision-making in various industries
- Workshops – Group exercises on data analysis, visualization, and decision-making
- Peer Exchange – Group discussions on data challenges and opportunities in participants\' organizations
- Tools – Data analysis templates, visualization software, and decision-making frameworks

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Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Data Collection, Analysis, and Visualization

- **Module 1: Introduction to Data Decision-Making** (07:30 – 09:30)
- The importance of data in decision-making processes
- Types of data: qualitative vs. quantitative, structured vs. unstructured
- Data-driven vs. intuition-based decision-making
- Key principles and methods of data decision-making
- **Module 2: Collecting and Preparing Data for Analysis** (09:45 – 11:15)
- Methods of data collection: surveys, sensors, databases, and web scraping
- Ensuring data accuracy, reliability, and completeness
- Preparing data for analysis: cleaning, filtering, and transforming data
- **Module 3: Data Analysis Techniques** (11:30 – 01:00)
- Descriptive statistics: mean, median, mode, standard deviation
- Exploratory data analysis (EDA) techniques
- Using correlation and regression analysis for trend identification
- **Module 4: Workshop – Data Cleaning and Analysis** (02:00 – 03:30)
- Hands-on practice cleaning and analyzing sample datasets
- Group discussions on the challenges of data analysis

Day 2: Interpreting Data and Making Strategic Decisions

- **Module 5: Data Visualization for Decision-Making** (07:30 – 09:30)
- Creating impactful charts, graphs, and dashboards
- Best practices for data visualization and presentation
- Tools for data visualization: Excel, Power BI, Tableau, etc.
- **Module 6: Advanced Analytical Tools and Techniques** (09:45 – 11:15)
- Predictive analytics and forecasting methods
- Introduction to machine learning techniques for decision-making
- Using decision trees, A/B testing, and simulation models
- **Module 7: Communicating Data Insights Effectively** (11:30 – 01:00)
- How to present data-driven insights to different stakeholders
- Storytelling with data: turning data into actionable business recommendations
- Handling data-driven questions and discussions effectively
- **Module 8: Workshop – Data Interpretation and Presentation** (02:00 – 03:30)
- Participants work on presenting data analysis and findings in a clear and concise manner
- Group presentations and feedback from peers and instructors

Certification

Participants will receive a Certificate of Completion in Data Decision-Making, validating their ability to analyze, interpret, and apply data insights to make informed business decisions.

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Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

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