

MAKING DECISIONS WITH DATA - ADVANCED

““Leveraging Advanced Data Analytics to Drive Informed Decision-Making””

Schedule

Date	Venue	Fees (Face-to-Face)
04 - 05 Mar 2026	Manama, Bahrain	USD 1995 per delegate

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

Introduction

In today’s data-driven world, the ability to make informed, data-backed decisions is crucial for success. This 2-day advanced course is designed for professionals looking to enhance their decision-making abilities using advanced data analytics techniques. The course covers data visualization, predictive analytics, statistical analysis, and machine learning algorithms to help participants understand how to extract actionable insights from complex data sets. Through hands-on exercises and case studies, participants will gain the skills to make strategic decisions and optimize business processes using data.

Objectives

- By the end of this course, participants will be able to:
- Understand advanced data analysis techniques and their applications in decision-making
 - Apply predictive analytics and machine learning algorithms to real-world business problems
 - Use data visualization tools to effectively communicate insights to stakeholders
 - Interpret statistical analysis and make data-driven decisions
 - Implement data-driven decision-making processes in organizational settings

Why Attend

- Enhance your ability to analyze complex data and make informed decisions
- Learn advanced techniques in predictive analytics, machine learning, and statistical analysis
- Gain hands-on experience with data visualization tools and techniques
- Develop strategies for integrating data-driven decision-making into your organization’s operations
- Improve your ability to communicate data insights to stakeholders effectively

Target Audience

This program is designed for:

- Data analysts and business analysts
- Decision-makers in management and leadership positions
- Professionals in operations, marketing, and finance
- Anyone involved in data analysis, reporting, or business strategy
- Individuals looking to integrate advanced data analytics into their decision-making processes

Individual Benefits

Key competencies that will be developed include:

- Advanced skills in data analytics and decision-making
- Proficiency in using predictive analytics and machine learning tools
- Knowledge of advanced data visualization techniques for communicating insights
- Expertise in statistical analysis and interpreting complex data sets
- Practical experience in integrating data analytics into business strategies

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to leverage data analytics to make more accurate, informed decisions
- Improved efficiency in using advanced data techniques to optimize business operations
- Enhanced ability to communicate data insights to leadership and stakeholders
- A data-driven approach to decision-making, leading to better business outcomes
- The capacity to drive strategic decisions and improve organizational performance

Instructional Methodology

- Lectures to introduce advanced data analytics concepts and techniques
- Case studies to explore real-world applications of data-driven decision-making
- Hands-on exercises with data visualization and predictive analytics tools
- Group discussions to share insights on integrating data analytics into business strategy
- Interactive workshops to apply advanced analytics techniques to business challenges

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: Advanced Data Analysis Techniques and Predictive Analytics

- Module 1: Introduction to Advanced Data Analytics (07:30 - 09:30) • Overview of advanced data analytics techniques for decision-making • Types of data analysis: descriptive, predictive, and prescriptive analytics • Key concepts in machine learning and statistical modeling
- Module 2: Predictive Analytics for Business Decisions (09:45 - 11:15) • Using predictive analytics to forecast trends and outcomes • Introduction to regression analysis and time-series forecasting • Case study: Predicting customer behavior and market trends
- Module 3: Workshop - Building a Predictive Model (11:30 - 01:00) • Hands-on session: Participants will build and analyze a simple predictive model

Day 2: Data Visualization, Statistical Analysis, and Decision-Making Strategies

- Module 4: Advanced Data Visualization Techniques (07:30 - 09:30) • Best practices for visualizing complex data and presenting insights • Introduction to advanced tools like Tableau, Power BI, and Python visualization libraries • How to choose the right visualization method for different types of data
- Module 5: Statistical Analysis for Data-Driven Decisions (09:45 - 11:15) • Statistical techniques for analyzing data sets: hypothesis testing, ANOVA, and confidence intervals • Interpreting the results of statistical analysis to inform decisions • Using statistical tools to assess risk and uncertainty
- Module 6: Workshop - Creating Effective Data Visualizations (11:30 - 01:00) • Hands-on session: Participants will create advanced data visualizations to support business decisions

Certification

Upon successful completion of this course, participants will receive a Certificate of Completion in Making Decisions with Data - Advanced, demonstrating their ability to apply advanced data analytics techniques to improve decision-making in their organization.

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