

## BUSINESS ANALYTICS FOR DATA-DRIVEN DECISION MAKING

*"Transforming Data into Strategic Insights and Competitive Advantage"*

### Schedule

Date	Venue	Fees (Face-to-Face)
05 - 09 Oct 2026	Dubai, UAE	USD 3495 per delegate

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

### Introduction

In today's digital economy, data is a vital asset—but only when properly analyzed and interpreted. Business analytics empowers professionals to extract meaningful insights from data, enabling smarter decisions, optimized processes, and competitive performance. This hands-on course provides participants with the essential analytical tools and frameworks to analyze data effectively and make decisions based on facts, not guesswork. Covering descriptive, diagnostic, predictive, and prescriptive analytics, the course bridges data science techniques with real-world business applications.

### Objectives

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

- Understand the business analytics lifecycle and its role in decision-making
- Use Excel and modern analytics tools to perform descriptive and predictive analysis
- Translate business problems into data analysis questions
- Visualize and communicate insights effectively to stakeholders
- Integrate analytics into business processes and strategic planning

## Why Attend

- Learn data analysis techniques even without a technical background
- Master practical tools such as Excel, pivot tables, dashboards, and data models
- Discover how to turn business challenges into data questions and insights
- Make decisions with greater confidence and clarity
- Support your organization's digital transformation with analytical thinking

## Target Audience

This program is designed for:

- Business managers and team leaders
- Finance, HR, marketing, and operations professionals
- Business analysts and strategy consultants
- Project managers and decision-makers seeking to apply data analysis
- Anyone involved in reporting, forecasting, or performance evaluation

## Individual Benefits

Key competencies that will be developed include:

- Data literacy and interpretation skills
- Excel-based business analytics techniques
- Ability to evaluate trends, outliers, and performance metrics
- Confidence in presenting data stories and dashboards
- Decision-making based on empirical evidence

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved decision-making and reduced reliance on intuition
- Faster identification of risks, opportunities, and inefficiencies
- More consistent, data-supported business planning and forecasting
- Stronger cross-functional collaboration through shared metrics
- Enhanced performance monitoring across departments

## Instructional Methodology

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

- Strategy Briefings - Core business analytics models and use cases
- Case Studies - Real-world business decisions informed by analytics
- Workshops - Hands-on Excel analysis and dashboard building
- Peer Exchange - Data challenges and discussion across functions
- Tools - Excel templates, KPI calculators, visualization frameworks

## MAWA EVENTS

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

**Phone:** +601116373203 | **Email:** info@mawaevents.net

---



## Course Outline

Detailed 5-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: Fundamentals of Business Analytics

- Module 1: Introduction to Business Analytics (07:30 - 09:30) • Types of analytics: descriptive, diagnostic, predictive, prescriptive • Business analytics vs. business intelligence • Overview of analytics lifecycle
- Module 2: Data Types, Sources, and Structures (09:45 - 11:15) • Structured and unstructured data • Internal vs. external data sources • Basic database concepts for non-technical professionals
- Module 3: Excel as a Business Analytics Tool (11:30 - 01:00) • Data importing, cleaning, and validation • Pivot tables and conditional formatting • Best practices in spreadsheet modeling
- Module 4: Workshop - Descriptive Analytics in Excel (02:00 - 03:30) • Hands-on analysis using historical business data • Generating performance summaries and trend visualizations

### Day 2: Diagnostic Analytics and Data Interpretation

- Module 1: Exploring Relationships and Patterns (07:30 - 09:30) • Correlation, outliers, and variability • Slicing and filtering data to answer key questions
- Module 2: Root Cause Analysis Techniques (09:45 - 11:15) • Fishbone diagrams and Pareto analysis • Data-driven problem solving
- Module 3: Business KPI Development (11:30 - 01:00) • Selecting and defining meaningful metrics • Linking KPIs to business objectives and outcomes
- Module 4: Workshop - Diagnostic Dashboards (02:00 - 03:30) • Creating interactive Excel dashboards • Data storytelling and insight presentation

### Day 3: Predictive Analytics and Forecasting

- Module 1: Introduction to Predictive Techniques (07:30 - 09:30) • Regression analysis and time-series forecasting basics • Recognizing patterns and projecting trends
- Module 2: Forecasting Models in Excel (09:45 - 11:15) • Moving averages and exponential smoothing • Scenario and sensitivity analysis
- Module 3: Predictive Use Cases in Business (11:30 - 01:00) • Demand planning, budgeting, and customer behavior prediction • Understanding model limitations and assumptions
- Module 4: Workshop - Forecasting Simulation (02:00 - 03:30) • Building and validating forecasts • Evaluating model accuracy

### Day 4: Prescriptive Analytics and Data-Driven Decisions

- Module 1: Decision Models and Optimization (07:30 - 09:30) • Decision trees, what-if analysis, and goal seek • Using Solver for business optimization problems
- Module 2: Data-Driven Strategy and Planning (09:45 - 11:15) • Applying analytics to strategic decision-making • Allocating resources and prioritizing actions
- Module 3: Performance Monitoring and Alerts (11:30 - 01:00) • Setting data thresholds and alert systems • Building KPI trackers and scorecards
- Module 4: Workshop - Business Decision Scenario (02:00 - 03:30) • Group challenge: solving a business problem using analytics • Presentation of findings and decisions

### Day 5: Integration, Implementation & Certification

- Module 1: Embedding Analytics in the Organization (07:30 - 09:30) • Analytics maturity models and governance • Overcoming resistance and building data culture
- Module 2: Final Project - Business Analytics Plan (09:45 - 11:15) • Team presentations of analytics insights and strategies • Peer critique and instructor feedback
-

- Module 3: Knowledge Review & Certification Exam (11:30 – 01:00) • Multiple-choice and practical application questions • Reflection and Q&A
- Module 4: Wrap-Up & Personal Action Planning (02:00 – 03:30) • Applying insights to current job roles • Certificate distribution and course closure

### Certification

Participants will receive a Certificate of Completion in Business Analytics for Data-Driven Decision Making, recognizing their ability to apply analytical techniques and tools for effective business performance and strategic decision-making.

### 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.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
--	---	---

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.