

# USING AI FOR BUSINESS ANALYTICS: INSIGHTS AND REPORTING

“Transforming Data into Strategic Intelligence through AI-Powered Business Analytics”

## Schedule

| Date             | Venue      | Fees (Face-to-Face)   |
|------------------|------------|-----------------------|
| 07 - 09 Apr 2026 | Dubai, UAE | USD 2495 per delegate |

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

## Introduction

In the era of digital transformation, business leaders must go beyond traditional reporting to unlock predictive insights and strategic foresight. Artificial Intelligence (AI) has revolutionized business analytics by enabling companies to analyze massive datasets, detect patterns, and generate actionable insights in real time.

This 3-day hands-on course introduces participants to AI-powered business analytics tools and techniques that enhance reporting, forecasting, and decision-making. It blends conceptual understanding with practical applications in tools like Power BI, Tableau, and AI-based analytics platforms.

## Objectives

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

- Understand how AI enhances business analytics and data reporting
- Apply AI tools to extract trends, correlations, and actionable insights
- Automate dashboards and performance reports using AI plugins and platforms
- Use predictive analytics to support strategy and decision-making
- Communicate findings clearly to influence business outcomes

## Why Attend

- Learn how AI transforms static reports into dynamic business intelligence
- Improve your forecasting accuracy and data-driven planning
- Gain practical skills in AI-powered data analysis and visualization
- Reduce manual reporting time and increase analytics impact
- Build dashboards that tell compelling stories through real-time data

## Target Audience

This program is designed for:

- Business analysts, data analysts, and reporting officers
- Strategy, planning, and performance professionals
- Department managers and operations leaders
- Finance and marketing professionals handling large datasets
- Anyone seeking to leverage AI for smarter analytics and business insight

## Individual Benefits

Key competencies that will be developed include:

- Understanding of AI and machine learning in business contexts
- Data preparation and visualization using AI-augmented tools
- Predictive modeling for business metrics
- Automated report generation and storytelling with data
- Translating complex data into strategic insights

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced data utilization across departments
- Faster and more accurate decision-making through AI-driven reporting
- Improved forecasting and risk assessment capabilities
- Greater collaboration and consistency in business intelligence reporting
- Competitive advantage through data-informed strategy execution

## Instructional Methodology

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

- Strategy Briefings - Foundations of AI analytics and business intelligence
- Case Studies - AI use in strategic reporting, marketing, operations, and finance
- Workshops - Dashboards, predictive models, and AI-enhanced reporting
- Peer Exchange - Discuss reporting challenges and AI solutions across industries
- Tools - Hands-on with Power BI, Tableau, and AI-based plug-ins (e.g., ChatGPT, MS Copilot, MonkeyLearn)

## 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: AI Foundations and Data Preparation

- Module 1: Business Intelligence in the Age of AI (07:30 - 09:30) • AI vs traditional analytics - key differences and opportunities • Overview of BI tools and AI integration options
- Module 2: Data Cleaning and Model Preparation (09:45 - 11:15) • Data sourcing, cleansing, and preparation basics • Integrating Excel, databases, and APIs
- Module 3: Workshop - Preparing Data for Analysis (11:30 - 01:00) • Format, organize, and structure datasets for AI-based reporting

### Day 2: Visualization and Predictive Analytics

- Module 4: Building Smart Dashboards with AI Tools (07:30 - 09:30) • Using Power BI/Tableau with AI visualizations • Incorporating natural language queries and smart visuals
- Module 5: Predictive Analytics and Forecasting (09:45 - 11:15) • Regression, clustering, and time series basics • Applying AI to forecast trends and business KPIs
- Module 6: Workshop - Building a Predictive Sales or Performance Model (11:30 - 01:00) • Develop and visualize a forecast using sample business data

### Day 3: Strategic Reporting and Decision Support

- Module 7: Automated Reporting and Insights Generation (07:30 - 09:30) • Using AI tools to summarize and present findings • Automating repetitive reports and insight delivery
- Module 8: Storytelling with Data and Actionable Intelligence (09:45 - 11:15) • Framing and presenting insights to decision-makers • Influence through clarity and relevance
- Module 9: Workshop - Final Report and Presentation (11:30 - 01:00) • Design and present an executive report with AI-generated insights

## Certification

Participants will receive a Certificate of Completion in Using AI for Business Analytics: Insights and Reporting, validating their ability to transform data into strategic intelligence through AI-driven tools and methods.

## Why Choose MAWA Events

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TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

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