

CERTIFICATION IN BUSINESS ANALYTICS AND DIGITAL TRANSFORMATION (CBDT)

"Leverage Data and Technology to Drive Strategic Business Transformation"

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In today's data-driven world, organizations must harness the power of analytics and digital tools to stay competitive and relevant. Business analytics combined with digital transformation provides a powerful toolkit for improving decision-making, enhancing customer experience, optimizing operations, and fostering innovation.

This certification course equips professionals with the knowledge and skills to interpret data insights, deploy digital strategies, and lead transformation initiatives. By merging business intelligence with emerging technologies, participants will be prepared to unlock value across every layer of the organization.

Objectives

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

- Understand the core principles of business analytics and digital transformation
- Analyze and visualize data for informed decision-making
- Apply digital tools to redesign and automate business processes
- Build digital strategies aligned with business goals
- Evaluate digital maturity and transformation readiness
- Lead and support successful digital change initiatives

Why Attend

- Learn how to extract insights from business data
- Develop a strategic mindset for digital transformation
- Gain hands-on exposure to data analysis and visualization tools
- Understand how AI, automation, and cloud computing influence business models
- Build cross-functional transformation leadership capabilities

Target Audience

This program is designed for:

- Business analysts and strategists
- Transformation officers and innovation leaders
- IT managers and digital project managers
- Functional heads across operations, marketing, finance, and HR
- Entrepreneurs and consultants involved in digital initiatives

Individual Benefits

Key competencies that will be developed include:

- Data analysis and visualization using practical tools
- Strategic thinking around digital disruption and innovation
- Process reengineering using digital technologies
- Leadership and change management in digital projects
- Enhanced problem-solving through data-backed decisions

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased capacity to leverage data for operational efficiency
- Accelerated digital transformation through skilled internal champions
- Improved cross-functional collaboration using analytics
- Enhanced innovation and customer-centricity
- Greater agility and competitiveness in the digital economy

Instructional Methodology

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

- Strategy Briefings - Digital transformation frameworks, analytics models, and technology overviews
- Case Studies - Real-world digital success stories and analytics applications
- Workshops - Hands-on data analysis, process mapping, and transformation design
- Peer Exchange - Collaborative discussions on digital challenges and lessons learned
- Tools - Templates for analytics dashboards, transformation roadmaps, and maturity assessments

MAWA EVENTS

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

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: Business Analytics Foundations

- Module 1: Introduction to Business Analytics (07:30 – 09:30)
 - What is analytics? Descriptive, predictive, and prescriptive analytics
 - Role of analytics in business decisions
- Module 2: Data Sources and Quality (09:45 – 11:15)
 - Structured vs. unstructured data
 - Data collection, cleansing, and validation
- Module 3: Data Visualization & Dashboards (11:30 – 01:00)
 - Using tools like Excel, Power BI, or Tableau
 - Storytelling with data
- Module 4: Workshop – Building a Simple Dashboard (02:00 – 03:30)

Day 2: Tools and Techniques in Business Analytics

- Module 1: Statistical and Predictive Techniques (07:30 – 09:30)
 - Regression, classification, forecasting basics
- Module 2: Using Analytics in Marketing, Finance, and Operations (09:45 – 11:15)
 - Use cases and cross-functional analytics
- Module 3: Introduction to AI and Machine Learning in Business (11:30 – 01:00)
 - Fundamentals of ML and its business applications
- Module 4: Case Study – Analytics in Action (02:00 – 03:30)

Day 3: Digital Transformation Strategy

- Module 1: What is Digital Transformation? (07:30 – 09:30)
 - Concepts, phases, and models of digital transformation
- Module 2: Disruptive Technologies and Trends (09:45 – 11:15)
 - Cloud, AI, RPA, blockchain, IoT, big data
- Module 3: Evaluating Digital Maturity (11:30 – 01:00)
 - Maturity models and digital readiness assessments
- Module 4: Workshop – Mapping Your Digital Landscape (02:00 – 03:30)

Day 4: Designing and Leading Digital Change

- Module 1: Process Digitization and Automation (07:30 – 09:30)
 - Lean processes, automation, and workflow redesign
- Module 2: Organizational Culture and Agile Mindset (09:45 – 11:15)
 - Driving adoption and overcoming resistance
- Module 3: Governance and Cybersecurity in Digital Initiatives (11:30 – 01:00)
 - Risk management and compliance in digital transformation
- Module 4: Peer Exchange – Transformation Challenges and Insights (02:00 – 03:30)

Day 5: Building and Implementing Digital Strategies

- Module 1: Digital Business Models and Innovation (07:30 – 09:30)
 - Platform models, subscription models, and data monetization
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Module 2: Roadmapping and KPI Setting (09:45 – 11:15)

- Linking analytics and transformation to business objectives
- Module 3: Final Simulation: Design Your Digital Strategy (11:30 – 01:00)
- Capstone project presentation
- Module 4: Feedback, Certification, and Course Closeout (02:00 – 03:30)

Certification

Participants will receive a Certification in Business Analytics and Digital Transformation (CBDT), validating their expertise in applying data analytics and leading digital transformation strategies in modern business environments.

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