MAWA EVENTS

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

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BUSINESS INTELLIGENCE: DATA ANALYSIS AND REPORTING TECHNIQUES

"Transforming Data into Strategic Insight for Smarter Business Decisions."

Schedule

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

Introduction

In the modern business environment, data is a strategic asset. However, the true value of data lies in its effective analysis and meaningful presentation. Business Intelligence (BI) combines technology, analytics, and visualization techniques to help organizations transform raw data into actionable insights that drive performance, innovation, and profitability.

This course provides a comprehensive understanding of BI concepts, tools, and reporting methods used by organizations worldwide. Participants will learn how to collect, analyze, and visualize data effectively, turning it into clear, evidence-based business reports and dashboards. The training emphasizes real-world applications, covering popular BI platforms such as Microsoft Power BI, Tableau, and Excel Analytics, while teaching participants to identify trends, monitor KPIs, and support strategic decision-making.

Objectives

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

- Understand the principles and framework of Business Intelligence.
- Perform data analysis using BI tools and reporting systems.
- Design and build effective dashboards and visualizations.
- Use data to identify trends, monitor performance, and forecast outcomes.
- Apply data modeling and KPI tracking for strategic insights.
- Understand the integration of BI with organizational decision processes.
- Ensure data accuracy, consistency, and governance in reporting systems.

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Why Attend

Effective decision-making requires accurate and timely insights — and Business Intelligence delivers just that. This course equips participants with practical data analysis and reporting skills, enabling them to convert complex datasets into clear visual narratives. Whether you are in management, IT, or analysis, BI skills will empower you to interpret data with confidence, enhance performance monitoring, and guide strategic business actions.

Target Audience

This course is designed for:

- Business Analysts and Data Analysts
- Finance, Operations, and Marketing Professionals
- IT Managers and Project Coordinators
- Decision-Makers and Executives
- Researchers and Policy Planners
- Professionals seeking to enhance their data-driven decision-making capabilities

Individual Benefits

- Develop strong analytical and reporting skills using BI tools.
- Learn to visualize complex datasets through clear, interactive dashboards.
- Enhance your ability to communicate business insights effectively.
- Understand data modeling and performance measurement concepts.
- Build confidence in interpreting and using data for business strategy.
- Increase your value and employability in a data-centric business environment.

Organizational Benefits

- Improve decision-making across departments through reliable data insights.
- Enhance transparency and accountability using BI dashboards and reports.
- Identify performance gaps and growth opportunities more effectively.
- Strengthen organizational efficiency with data-driven planning.
- Foster a culture of evidence-based management and continuous improvement.
- Utilize data governance and analytics for better operational control.

Instructional Methodology

The course combines conceptual learning with hands-on practice through:

- Expert-led lectures and demonstrations
- Practical exercises using BI platforms (Power BI, Tableau, Excel)
- Case studies from diverse business sectors
- Group discussions and analytics-based decision workshops
- Visualization and report-building sessions
- Interactive Q&A and real-world application projects

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Course Outline

Module 1: Introduction to Business Intelligence – Concepts and Importance

Module 2: Data Management – Sources, Cleaning, and Preparation

Module 3: Fundamentals of Data Analysis and Statistical Techniques

Module 4: BI Tools and Technologies (Power BI, Tableau, Excel Analytics)

Module 5: Data Modeling and KPI Development

Module 6: Dashboard Design and Interactive Visualization Techniques

Module 7: Performance Monitoring and Forecasting Models

Module 8: Data Governance, Quality, and Ethical Considerations

Module 9: Reporting Automation and Business Storytelling

Module 10: Case Studies and Final Project – Building a BI Report

Certification

Participants who successfully complete the course will receive a Certificate of Completion in Business Intelligence: Data Analysis and Reporting Techniques, recognizing their proficiency in using modern BI tools and analytical frameworks for effective business decision-making and reporting.

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.

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

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