MAWA EVENTS

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

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

DATA MINING & BUSINESS INTELLIGENCE

"Transform Raw Data into Strategic Insights for Smarter Business Decisions."

Schedule

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

Introduction

In today's data-driven world, organizations are generating massive amounts of information from various sources. The challenge lies not in collecting data but in transforming it into actionable insights that support strategic decision-making. Data Mining and Business Intelligence (BI) are essential disciplines that enable organizations to discover hidden patterns, predict trends, and gain a competitive edge through informed decisions.

The Data Mining & Business Intelligence course is designed to equip participants with the skills and knowledge to analyze complex datasets, apply predictive models, and use BI tools to visualize and communicate insights effectively. Participants will learn how to extract meaningful information from raw data using data mining techniques and translate it into valuable intelligence for organizational growth. This course bridges the gap between data analysis and business strategy, ensuring participants can make data-driven decisions that create real business value.

Objectives

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

- Understand the fundamentals of data mining and business intelligence.
- Identify patterns, correlations, and trends within large datasets.
- Apply data mining techniques such as classification, clustering, and association analysis.
- Use BI tools for data visualization and dashboard creation.
- Integrate data from multiple sources to generate meaningful reports.
- Implement predictive and prescriptive analytics models.
- Apply data governance and ethical data usage principles.
- Use insights from data mining to support business decision-making and strategy.

MAWA EVENTS

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

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

Why Attend

This course provides hands-on experience in data mining processes and BI tools used by leading organizations worldwide. Participants will gain the ability to translate raw data into actionable intelligence, driving smarter strategies and improved performance. Whether you work in management, IT, or analytics, this course will help you harness data for innovation, operational efficiency, and strategic planning.

Target Audience

This course is suitable for:

- Business Analysts and Data Analysts
- IT and Database Professionals
- Project Managers and Decision Makers
- Marketing and Sales Analysts
- Data Scientists and BI Developers
- Anyone involved in data-driven strategy or analytics functions

Individual Benefits

- Master techniques to extract, analyze, and visualize business data.
- Improve your ability to make evidence-based business decisions.
- Gain proficiency in popular BI and analytics tools.
- Develop predictive and prescriptive analysis capabilities.
- Enhance your career prospects in the growing field of data analytics.
- Build a strong foundation for advanced analytics or data science careers.

Organizational Benefits

- Improve decision-making through accurate data-driven insights.
- Identify opportunities, risks, and trends before competitors.
- Strengthen business forecasting and performance monitoring.
- Enhance productivity through automated data reporting and dashboards.
- Support strategic planning and customer relationship management.
- Build a data-centric culture that drives innovation and competitiveness.

Instructional Methodology

This course follows a practical, application-based learning approach that includes:

- Interactive lectures with expert trainers
- Hands-on exercises using real-world datasets
- Practical sessions on leading BI tools (such as Power BI, Tableau, or Excel BI)
- Case studies demonstrating successful data mining applications
- Group workshops and project-based assignments
- Ongoing feedback and personalized guidance

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

Module 1: Introduction to Data Mining and Business Intelligence Concepts

Module 2: Data Warehousing and Data Preparation Techniques

Module 3: Data Mining Methods – Classification, Clustering, and Association

Module 4: Predictive Analytics and Model Evaluation

Module 5: Introduction to BI Tools and Data Visualization

Module 6: Dashboard Design and Performance Metrics

Module 7: Data Integration and Reporting Automation

Module 8: Big Data and Cloud-Based BI Solutions

Module 9: Data Governance, Privacy, and Ethical Considerations

Module 10: Capstone Project – Building a Complete BI Solution from Raw Data

Certification

Upon successful completion, participants will receive a Certificate in Data Mining & Business Intelligence, validating their capability to analyze data, extract valuable insights, and apply BI strategies for effective decision-making. This certification demonstrates proficiency in transforming data into actionable intelligence, an essential skill for today's data-driven business landscape.

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**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© 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.