

BUSINESS INTELLIGENCE AND DATA ANALYSIS WORKSHOP

“Transform raw data into actionable insights and smarter business decisions.”

Schedule

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

Introduction

In today’s data-driven world, organizations rely heavily on accurate information to make strategic decisions. Business Intelligence (BI) and Data Analysis are essential for converting complex data into meaningful insights that drive performance, improve efficiency, and identify new opportunities.

The Business Intelligence and Data Analysis Workshop is designed to provide participants with a solid understanding of BI concepts, data analytics techniques, and visualization tools. The course bridges the gap between data and decision-making by teaching participants how to collect, analyze, and interpret data effectively.

Through real-world case studies and hands-on exercises, participants will gain practical experience with BI tools and learn to design dashboards, perform predictive analysis, and communicate data-driven results that support strategic business goals.

Objectives

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

- Understand the core principles and components of Business Intelligence systems.
- Identify and collect relevant business data from multiple sources.
- Apply data analysis techniques to interpret patterns, trends, and relationships.
- Design and build interactive dashboards for performance monitoring.
- Use BI tools to support data visualization and decision-making.
- Apply predictive analytics for forecasting and business planning.
- Develop a data-driven culture within their organization.
- Communicate insights effectively to stakeholders through visual storytelling.

Why Attend

In a competitive environment, data-driven decision-making is no longer optional—it's essential. This workshop helps professionals understand how to transform data into actionable insights that support organizational strategy and improve performance. Participants will learn how to use modern BI tools and analytical techniques to make informed business decisions, enhance productivity, and optimize operations. Whether you're a manager, analyst, or team leader, this training empowers you to harness the power of data for better outcomes.

Target Audience

This course is ideal for:

- Business Analysts and Data Analysts
- BI Developers and Reporting Professionals
- Project Managers and Operations Leaders
- Financial and Marketing Analysts
- IT Professionals and Data Managers
- Executives and Decision Makers seeking data-driven insights
- Anyone responsible for strategic planning and performance management

Individual Benefits

- Gain practical skills in business intelligence and data analytics.
- Learn how to interpret and visualize complex data effectively.
- Enhance analytical thinking and decision-making capabilities.
- Increase professional competence in BI tools and technologies.
- Improve data storytelling and presentation skills.
- Strengthen your profile as a data-driven professional.

Organizational Benefits

- Improve business performance through data-informed strategies.
- Enable faster and more accurate decision-making.
- Enhance productivity by integrating BI tools and dashboards.
- Reduce operational inefficiencies through data insights.
- Build a culture of analytics and continuous improvement.
- Strengthen forecasting, planning, and performance measurement.

Instructional Methodology

The workshop combines conceptual learning with practical exercises for a comprehensive understanding of BI and data analytics.

The methodology includes:

- Interactive lectures on BI frameworks and analytics concepts.
- Practical exercises using BI and visualization tools.
- Case studies on data-driven business decisions.
- Group discussions and collaborative analysis sessions.
- Hands-on dashboard creation and reporting projects.
- Real-time feedback and coaching from the instructor.

Course Outline

Module 1: Introduction to Business Intelligence

- Understanding BI concepts and architecture
- Importance of BI in strategic decision-making

Module 2: Data Collection and Preparation

- Data sources, extraction, and cleaning techniques
- Understanding data quality and consistency

Module 3: Data Analysis Fundamentals

- Descriptive, diagnostic, and predictive analysis
- Statistical tools and analytical approaches

Module 4: Data Visualization and Reporting

- Designing effective dashboards and visual reports
- Choosing the right charts and visuals for insights

Module 5: BI Tools and Technologies

- Overview of popular BI tools (Power BI, Tableau, Excel BI, etc.)
- Hands-on practice with data visualization platforms

Module 6: Advanced Analytics

- Forecasting, trend analysis, and KPI measurement
- Using data for scenario modeling and decision support

Module 7: Data Storytelling and Presentation

- Communicating insights clearly and persuasively
- Building executive reports and performance scorecards

Module 8: Implementing BI in Organizations

- Steps for developing a BI strategy
- Overcoming challenges in data adoption and governance

Module 9: Capstone Project

- Designing and presenting a business dashboard and analysis report

Certification

Upon successful completion, participants will receive a Certificate of Achievement in Business Intelligence and Data Analysis, recognizing their ability to collect, analyze, and visualize data effectively to support evidence-based decision-making and organizational growth.

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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