

DATA ANALYTICS & BUSINESS INTELLIGENCE

“Transform data into actionable insights and drive business performance”

Schedule

| Date | Venue | Fees (Face-to-Face) |
|------------------|-------------|-----------------------|
| 01 - 03 Dec 2026 | Doha, Qatar | USD 2495 per delegate |

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

Introduction

In today’s data-driven world, the ability to analyze and interpret data is critical for making informed business decisions. This 3-day face-to-face training equips participants with practical skills in data analytics and business intelligence, enabling them to transform raw data into actionable insights for strategic decision-making.

Through a combination of lectures, case studies, and hands-on workshops, participants will learn how to analyze complex datasets, use BI tools, and present findings effectively. By the end of the program, attendees will be able to leverage data analytics to drive business performance and support organizational growth.

Objectives

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

- Understand key concepts in data analytics and business intelligence.
- Analyze large datasets to extract meaningful insights.
- Use BI tools for data visualization and reporting.
- Apply data-driven decision-making in business operations.
- Communicate analytical findings effectively to stakeholders.

Why Attend

- Gain hands-on experience in data analytics and BI tools.
- Learn to make data-driven decisions that improve business outcomes.
- Enhance analytical and problem-solving skills.
- Develop the ability to visualize and present data effectively.
- Network with professionals in data management and analytics.

Target Audience

This program is designed for:

- Data analysts and business intelligence professionals.
- Managers and decision-makers seeking insights from data.
- IT and business professionals involved in reporting and analytics.
- Professionals aiming to strengthen their data analysis and visualization skills.

Individual Benefits

Key competencies that will be developed include:

- Proficiency in data analysis techniques and BI tools.
- Ability to interpret and present data effectively.
- Skills in extracting insights from complex datasets.
- Improved decision-making through data-driven insights.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced data management and business intelligence capabilities.
- Improved operational and strategic decision-making.
- Ability to identify trends, opportunities, and risks using data.
- Increased organizational efficiency and competitiveness.

Instructional Methodology

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

- Strategy Briefings - Concepts, frameworks, and best practices in data analytics and BI.
- Case Studies - Real-world applications of analytics in business scenarios.
- Workshops - Hands-on exercises with BI tools for data visualization and reporting.
- Peer Exchange - Group discussions on analytics challenges, solutions, and lessons learned.
- Tools - Templates, dashboards, and reporting frameworks for practical application.

Course Outline

Detailed 3-Day Course Outline

Training Hours: 9:00 AM - 5:00 PM Daily Format: 3-4 Learning Modules | Coffee Breaks & Lunch included

Day 1: Fundamentals of Data Analytics (09:00 - 04:00)

Module 1: Introduction to Data Analytics (09:00 - 11:00)

- Key concepts, methodologies, and the data analytics lifecycle.

Module 2: Data Collection and Preparation (11:15 - 01:00)

- Gathering, cleaning, and structuring data for analysis.

Module 3: Introduction to Business Intelligence (02:00 - 04:00)

- Overview of BI concepts, tools, and reporting processes.

Day 2: Data Analysis and Visualization (09:00 - 04:00)

Module 4: Statistical and Analytical Techniques (09:00 - 11:00)

- Data exploration, descriptive and inferential statistics.

Module 5: BI Tools and Dashboards (11:15 - 01:00)

- Using BI software for visualization and reporting.

Module 6: Case Studies and Practical Exercises (02:00 - 04:00)

- Applying analysis techniques to real-world datasets.

Day 3: Advanced Analytics and Decision-Making (09:00 - 04:00)

Module 7: Predictive Analytics and Trends (09:00 - 11:00)

- Forecasting, trend analysis, and predictive modeling.

Module 8: Data-Driven Decision Making (11:15 - 01:00)

- Interpreting insights and communicating results effectively.

Module 9: Workshops and Action Planning (02:00 - 04:00)

- Hands-on exercises and development of actionable business insights.

Certification

Participants will receive a Certificate of Completion in Data Analytics & Business Intelligence, validating their expertise in analyzing data, generating insights, and applying business intelligence for informed decision-making.

Why Choose MAWA Events

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Interested in running this course for your team?

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