

# Business Analytics Strategy

## COURSE OVERVIEW

In today's data-driven economy, organizations that leverage analytics strategically gain a powerful edge in decision-making, performance improvement, and innovation. This course is designed to help professionals understand how to align business analytics with organizational goals and develop an enterprise-wide strategy that transforms data into measurable value.

Through a combination of real-world case studies, interactive sessions, and practical tools, participants will explore key concepts such as data governance, analytics maturity models, predictive and prescriptive analytics, and how to build analytics capability across departments. The course also addresses how to communicate insights effectively to stakeholders for impact and strategic buy-in.

## WHO SHOULD ATTEND?

This course is suitable for Business Analysts, Strategy Managers, Data Managers, BI Professionals, Operations Managers, CIOs, and decision-makers responsible for driving data-led transformation and performance initiatives across public and private sector organizations.

## COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Understand the strategic role of analytics in business growth and innovation
- Align analytics initiatives with enterprise goals and key performance indicators (KPIs)
- Identify the stages of analytics maturity and develop a roadmap for progression
- Leverage descriptive, predictive, and prescriptive analytics effectively
- Design a data strategy that supports scalable and ethical analytics use
- Bridge the gap between technical teams and business leadership
- Use analytics to inform budgeting, operations, customer experience, and risk

## KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Building an enterprise-wide analytics vision and roadmap
- Understanding analytics types: descriptive, diagnostic, predictive, prescriptive
- Data governance, architecture, and ethical considerations
- Analytics capability maturity models and assessment frameworks
- Leveraging AI/ML and automation in analytics
- Communicating data stories to decision-makers for strategic alignment
- Real-life business analytics case studies from finance, public sector, and retail
- Tools overview: Power BI, Tableau, Python, and enterprise platforms

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded