

Business Intelligence & Data-Driven Decision Making

COURSE OVERVIEW

This course explores modern business intelligence frameworks, data analytics techniques and visualization tools that transform raw data into actionable insights. It equips participants with the knowledge and tools to harness data as a strategic asset for organizational success. Through a blend of theoretical insights and practical applications, participants will learn how to leverage data to enhance performance, forecast trends, optimize operations, and make evidence base strategic decisions that drive competitive advantage in today's dynamic business environment.

WHO SHOULD ATTEND?

This course is designed for business managers, analysts, decision makers, project leaders, data professionals and executives who seek to enhance their analytical capabilities and integrate data driven approaches into business strategy and operations. It is also suitable for professionals aspiring to develop skills in business analytics, performance measurement, and data visualization.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the principles and applications of business intelligence in organizational contexts.
- Analyze and interpret data to identify patterns, trends, and performance drivers.
- Use data visualization tools to communicate insights effectively.
- Apply data-driven decision-making frameworks to strategic and operational challenges.
- Develop actionable strategies based on data analysis and predictive insights.
- Integrate business intelligence tools to enhance productivity, forecasting, and strategic planning.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Introduction to Business Intelligence frameworks and architectures.
- Integration of BI tools into organizational strategy and operations.
- Data storytelling and communication of analytical insights to stakeholders.
- Hands-on training in data analytics and visualization tools (e.g., Power BI, Tableau).
- Real-world case studies and decision-making simulations.
- Practical techniques for KPI design and performance tracking.

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