

# Business Data Analytics: Insights for Strategic Decisions

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Kigali (Rwanda)

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## Business Data Analytics: Insights for Strategic Decisions

**Ref:** 20221663 | **Code:** 1432979 | **Location:** Kigali (Rwanda) | **Fees:** 4900 GBP

### Why This Course

In today's fast-paced, data-driven business environment, the ability to interpret and act on data is a critical skill for professionals across all industries. Data analytics enables organizations to make informed decisions, uncover opportunities, and solve complex problems efficiently.

This intensive 5-day program equips participants with practical skills to collect, analyze, and visualize data, transforming raw information into actionable insights that drive business performance.

### What You'll Learn and Practice

By attending this program, you will be able to:

- Apply data analytics principles to solve real-world business challenges.
- Collect, clean, and prepare data for accurate analysis.
- Perform statistical analyses and uncover meaningful trends.
- Create compelling visualizations and interactive dashboards.
- Translate analytical findings into actionable business recommendations.
- Communicate insights effectively to stakeholders at all levels.

### The Program Flow

#### Day 1: Introduction to Business Data Analytics

- Overview of data analytics in modern business
- Understanding the data analytics lifecycle
- Key tools and technologies for analytics
- Types and sources of business data

#### Day 2: Data Collection and Preparation

- Best practices for data collection
- Data cleaning, preprocessing, and transformation
- Handling missing values and outliers
- Integrating data from multiple sources

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### **Day 3: Exploratory Data Analysis and Statistics**

- Descriptive statistics and data summarization
- Correlation analysis and hypothesis testing
- Trend analysis and forecasting
- Introduction to machine learning for business applications

### **Day 4: Data Visualization and Dashboarding**

- Principles of effective data visualization
- Creating charts, graphs, and infographics
- Building interactive dashboards
- Storytelling with data for maximum impact

### **Day 5: Applying Data Analytics in Business**

- Case studies in marketing, finance, and operations
- Predictive analytics for strategic decision-making
- Ethics, privacy, and governance in data analytics
- Presenting insights and recommendations to stakeholders

## **Individual Impact**

Participants will leave the course with:

- The ability to analyze and interpret complex datasets confidently.
- Skills to design clear, actionable visualizations and dashboards.
- Competence in applying data-driven insights to business challenges.
- Confidence in presenting analytical findings to senior management.

## **Organizational Impact**

Organizations will benefit from:

- Enhanced decision-making based on accurate, data-driven insights.
- Improved business performance across marketing, finance, and operations.
- A stronger culture of analytics and evidence-based strategy.
- Greater efficiency in turning data into actionable outcomes.

A graphic of a chessboard with several pawns and a king piece. The king piece is gold and stands prominently on the right side of the board. The pawns are silver and gold. The board is checkered and has a subtle grid pattern.

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## Training Methodology

- Hands-on workshops and real-world business case studies
- Practical exercises in data collection, analysis, and visualization
- Group discussions to apply analytics concepts to organizational challenges
- Action planning sessions for immediate workplace application

## Beyond the Course

By the end of the program, participants will be ready to:

- Transform raw data into actionable business insights.
- Build interactive dashboards that inform strategy and operations.
- Apply statistical and predictive techniques to forecast trends.
- Drive a data-driven culture within their organization.

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