

Strategic Business Intelligence: Driving Decisions with Data

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Düsseldorf (Germany)

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The Program Flow

Day 1: Introduction to Strategic Business Intelligence

- Fundamentals of Business Intelligence.
- Understanding BI as a driver of strategic decision-making.
- The BI lifecycle and framework.
- Types of BI outputs: dashboards, reports, scorecards, alerts, and analytics.
- BI tools and technologies overview.
- Aligning BI with business strategy and organizational priorities.
- Practical exercise: Identifying business questions that BI should answer.

Day 2: Data Collection and Preparation

- Understanding data sources and data types.
- Internal and external data sources for BI.
- ETL processes and data warehousing.
- Data cleaning, transformation, and preparation techniques.
- Data quality, consistency, ownership, and governance.
- Big data and its implications for BI.
- Workshop: Creating a data preparation and governance checklist.

Day 3: Data Analysis and Visualization

- Statistical analysis techniques for business insight.
- Trend analysis, segmentation, correlation, and performance comparison.
- Predictive analytics and forecasting.
- Data visualization principles.
- Designing clear dashboards and reports for different audiences.
- Turning analysis into actionable business recommendations.
- Practical exercise: Building a dashboard and presenting key insights.

Day 4: Advanced BI Techniques

- Machine learning in BI and its business applications.
- Text and sentiment analysis for customer and stakeholder insights.
- Real-time analytics and streaming data.
- Geospatial analysis for location-based decision-making.
- Applying advanced analytics to strategic and operational challenges.
- Selecting advanced BI techniques based on business value and readiness.
- Workshop: Mapping advanced BI opportunities for your organization.

Day 5: Implementing BI Strategies

- BI project management and implementation planning.
- Defining BI stakeholders, requirements, scope, and success measures.
- Change management for BI initiatives.
- Encouraging adoption and building a data-driven culture.
- Measuring BI ROI and business impact.
- Future trends in Business Intelligence.
- Final activity: Developing a BI strategy and implementation roadmap.

Individual Impact

- Strengthen your understanding of Business Intelligence from a strategic perspective.
- Improve your ability to collect, prepare, analyze, and interpret data.
- Build confidence in using BI tools for analysis and visualization.
- Develop skills to create dashboards and reports that support decision-making.
- Improve your ability to translate complex data into clear recommendations.
- Gain practical tools for supporting BI implementation and adoption.

Work Impact

- Improve decision-making through clearer, more reliable business insights.
- Strengthen alignment between BI initiatives and organizational goals.
- Improve performance monitoring, forecasting, and strategic planning.
- Support better data quality, governance, and reporting practices.
- Increase stakeholder confidence in data-driven recommendations.
- Build a stronger data-driven culture across teams and departments.

Training Methodology

This program uses a practical and application-focused approach to help participants use BI concepts and tools in real business contexts. Learning methods include:

- Interactive discussions and guided facilitation.
- Business Intelligence case studies and examples.
- Data collection and preparation exercises.
- Data quality and governance workshops.
- BI dashboard and visualization activities.
- Predictive analytics and forecasting practice.
- Advanced BI technique demonstrations.
- BI strategy and implementation roadmap development.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in black.

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Beyond the Course

Upon completion, participants will be prepared to use Business Intelligence more effectively to support strategic and operational decisions. They will return ready to:

- Design and implement a BI strategy aligned with business goals.
- Use BI tools for data analysis, visualization, and reporting.
- Derive actionable insights from complex datasets.
- Present data-driven recommendations to stakeholders.
- Support BI governance, adoption, and continuous improvement.
- Help their organizations make smarter, faster, and more evidence-based decisions.

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