

Business Analytics For Strategic Decisions

Duration: 5 Days

Language: en

Course Code: PI2-104

Objective

Upon completion of this course, participants will be able to:

- Understand and apply business analytics methods.
- Develop skills in data analysis using Python.
- Implement predictive modelling and data mining.
- Utilise analytics for strategic business decisions.

Audience

This course is intended for

- Business analysts and data scientists
- Mid-to-senior managers
- IT and data professionals
- Consultants and strategic planners

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Including:

- Interactive lectures and discussions
- Real-world case studies
- Group projects and exercises
- Hands-on workshops with analytical tools

Summary

This course delves into business analytics, focusing on data-driven decision-making to enhance strategic planning. Participants will learn key analytics techniques, including descriptive, predictive, and prescriptive analytics, to identify and solve business challenges. The curriculum integrates interactive lectures, case studies, and practical exercises to develop skills in data interpretation and application for strategic decisions.

Course Content & Outline

Section 1: Introduction to Business Analytics

- Key concepts and significance
- Overview of analytics techniques
- Case studies on analytics applications

Section 2: Descriptive Analytics

- Data exploration and visualisation
- Statistical methods for summarising data
- Identifying trends and patterns

Section 3: Predictive Analytics

- Basics of machine learning
- Predictive modelling techniques
- Applications in forecasting and classification

Section 4: Prescriptive Analytics

- Optimisation models
- Decision-making frameworks
- Real-world applications of prescriptive analytics

Section 5: Data Management and Integration

- Data collection and preprocessing
- Integration of different data sources
- Ensuring data quality and consistency

Section 6: Tools and Technologies

- Introduction to Python for data analysis
- Using analytical software and tools
- Practical sessions with data analytics platforms

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

AI, Data and Visualisation, IT & Computer Application

Tags

Data insights, Data Analysis

Related Articles

Top 7 Data Analytics Courses In Dubai: A Full Guide

Explore top data analytics courses in Dubai—learn data collection, modelling, visualisation, forecasting, and stakeholder reporting for business success.