informatech



LEADERSHIP AND MANAGEMENT | LM-027

# Effective Business Decisions Using Data Analysis


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# Course content

## Why Attend

Why Attend Modern organizations generate large amounts of data, but real value comes from turning that data into smart business decisions. Leaders and managers who understand analytics can improve planning, reduce uncertainty, identify opportunities, and solve problems faster. This course provides participants with practical tools to interpret data, apply statistical thinking, evaluate assumptions, and use predictive analytics to support strategic decision-making.

Course Methodology This course uses an interactive and practical approach through presentations, business cases, analytics exercises, group discussions, practical calculations, dashboards, and real workplace examples.

## Course Objectives

- Understand the role of data in business decision-making
- Apply core analytics concepts to management problems
- Interpret business data using statistics and visualisation
- Evaluate uncertainty and reliability of data insights
- Use hypothesis testing for business decisions
- Apply predictive analytics and forecasting techniques
- Identify risks and opportunities through data trends
- Communicate analytical findings clearly to stakeholders

## Target Audience

- Managers and Supervisors
- Business Analysts
- Finance Professionals
- Operations Managers



# Course content

## Target Audience

- Project Managers
- Strategy Professionals
- Anyone responsible for decision-making using data

## Target Competencies

- Data Analysis
- Business Decision-Making
- Statistical Thinking
- Forecasting
- Problem Solving
- Performance Analysis
- Predictive Analytics
- Reporting Skills

## Course outline

### Day 1: Foundations of Data-Driven Decision Making

- Importance of data in modern organizations
- Meaning of data analytics and managerial value
- Types of decisions supported by analytics
- Stages of the analytics process
- Common approaches to business analytics
- Challenges in using organizational data effectively
- Introduction to quantitative thinking for managers



# Course content

## Course outline

• Overview of common analytics tools

**Day 2: Understanding and Exploring Business Data**

• Different categories of business data

• Collecting, cleaning, and organizing data for analysis

• Introduction to descriptive statistics

• Key measures: mean, median, variance, and distribution

• Understanding variability and data spread

• Identifying patterns, trends, and anomalies

• Data visualization for management reporting

**Day 3: Statistical Insight for Business Decisions**

• Role of statistics in business analytics

• Sampling concepts and common sampling methods

• Understanding uncertainty in business data

• Normal distribution and probability fundamentals

• Confidence intervals and estimation methods

• Assessing reliability of data conclusions

• Applying statistics to real business problems

**Day 4: Hypothesis Testing and Business Evaluation**

• Purpose of hypothesis testing in business decisions

• Creating measurable business hypotheses

• Null versus alternative hypotheses

• Type I and Type II decision errors



# Course content

## Course outline

• Statistical tests for evaluating assumptions

• Risks of bias and incorrect conclusions

• Turning findings into practical recommendations

**Day 5: Predictive Analytics for Strategic Decisions**

• Introduction to predictive analytics and forecasting

• Understanding relationships between business variables

• Correlation and regression for prediction

• Building and interpreting predictive models

• Data mining concepts and business uses

• Identifying opportunities and risks through analytics

• Using predictive insights for strategic decisions

• Final workshop: data-driven decision case study



# Seminar dates

## Available seminar dates

Live dates and pricing for Effective Business Decisions Using Data Analysis generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 7 - 11 December 2026 | Paris - France | Classroom | **€3,520.-** |
| 14 - 18 December 2026 | Barcelona - Spain | Classroom | **€3,360.-** |
| 21 - 25 December 2026 | Munich - Germany | Classroom | **€3,400.-** |
| 4 - 8 January 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 1 - 5 February 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 1 - 5 March 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 5 - 9 April 2027 | London - U.K | Classroom | **€3,360.-** |
| 3 - 7 May 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 7 - 11 June 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 5 - 9 July 2027 | London - U.K | Classroom | **€3,360.-** |
| 2 - 6 August 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 6 - 10 September 2027 | London - U.K | Classroom | **€3,360.-** |
| 4 - 8 October 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 1 - 5 November 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 6 - 10 December 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |

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|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |