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LEADERSHIP AND MANAGEMENT | LM-027

Effective Business Decisions Using Data Analysis

UK
+44 33 000 111 90
info@informatech.co.uk
https://informatech.co.uk
63-66 Hatton Garden Hatton Garden
EC1N 8LE , London

NL
+31 85 74 444 46
info@infomatech.nl
https://infomatech.nl
Waarderweg 50 - 2031PB
Haarlem - Netherlands

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
9 - 13 November 2026	Amsterdam - Netherlands	Classroom	**€3,360.-**
16 - 20 November 2026	Istanbul - Turkey	Classroom	**€2,560.-**
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.-**