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DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-015

Mastering Business Analytics: Advanced Techniques for Data-Driven Insights

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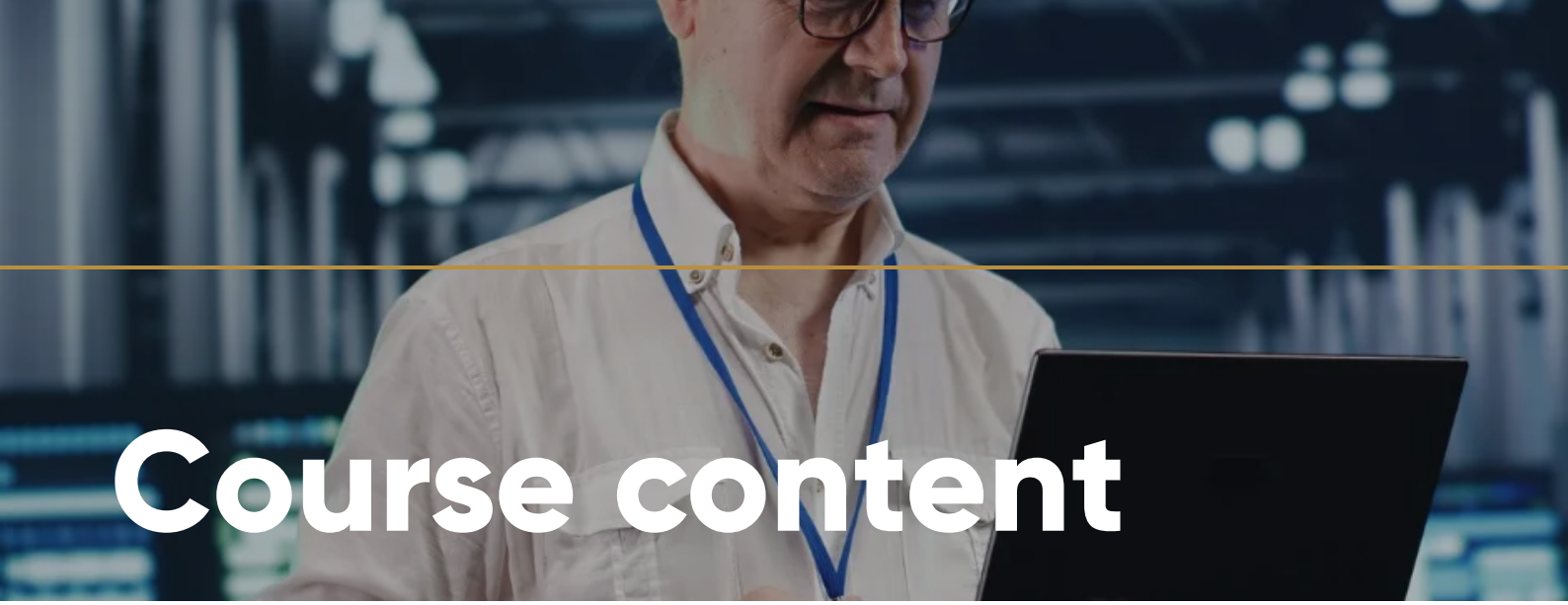


Course content

Why Attend

Why Attend Organizations increasingly rely on analytics to improve performance, identify opportunities, reduce risk, and make faster decisions. Advanced business analytics enables leaders and professionals to transform raw data into strategic insights through statistical analysis, predictive modelling, visualization, and optimization. This course provides participants with practical tools to apply advanced analytics techniques and turn data into measurable business value.

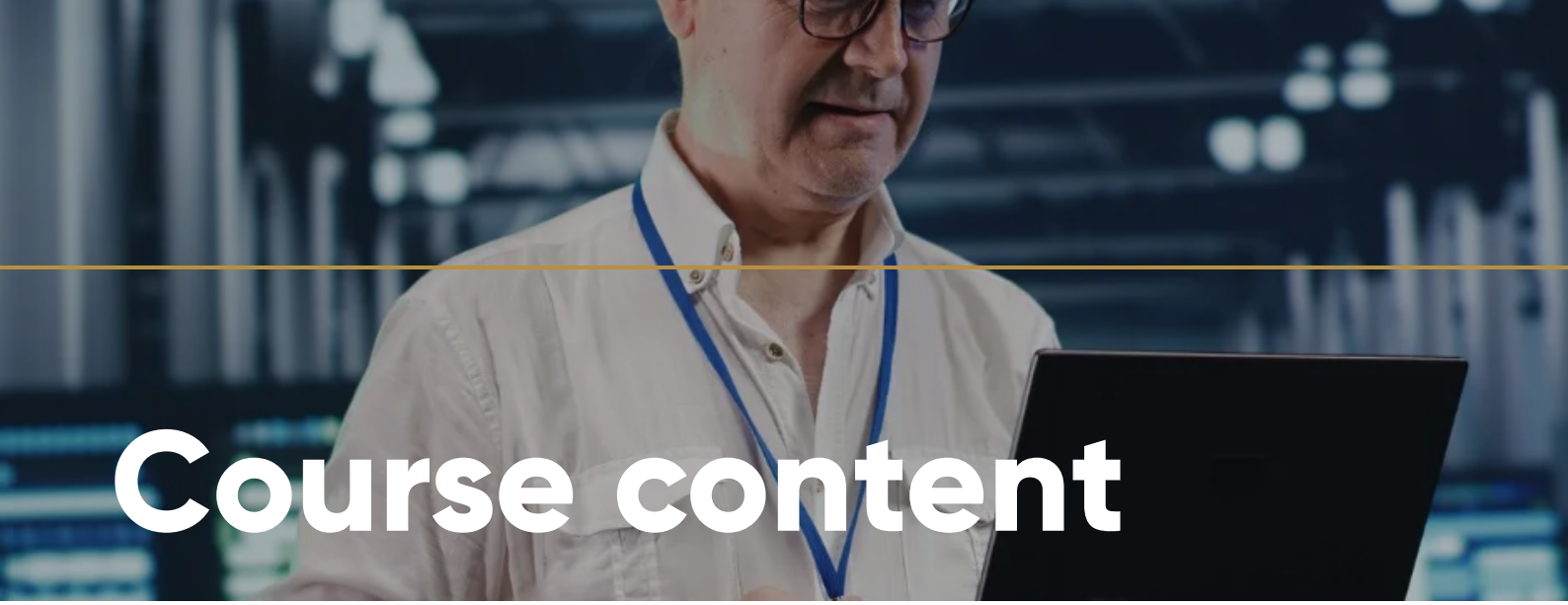
Course Methodology This course uses an interactive and practical approach through presentations, analytics workshops, case studies, software demonstrations, group discussions, dashboards exercises, and real business datasets.

Course Objectives

- Understand advanced business analytics concepts and applications
- Prepare and clean data for reliable analysis
- Apply statistical techniques for decision support
- Build predictive models for forecasting and planning
- Create dashboards and visual reports for stakeholders
- Use optimization methods for smarter decisions
- Communicate analytical insights clearly and effectively
- Explore future trends in AI and real-time analytics

Target Audience

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



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Target Audience

- Strategy Professionals
- Data Professionals
- Anyone responsible for data-driven decisions

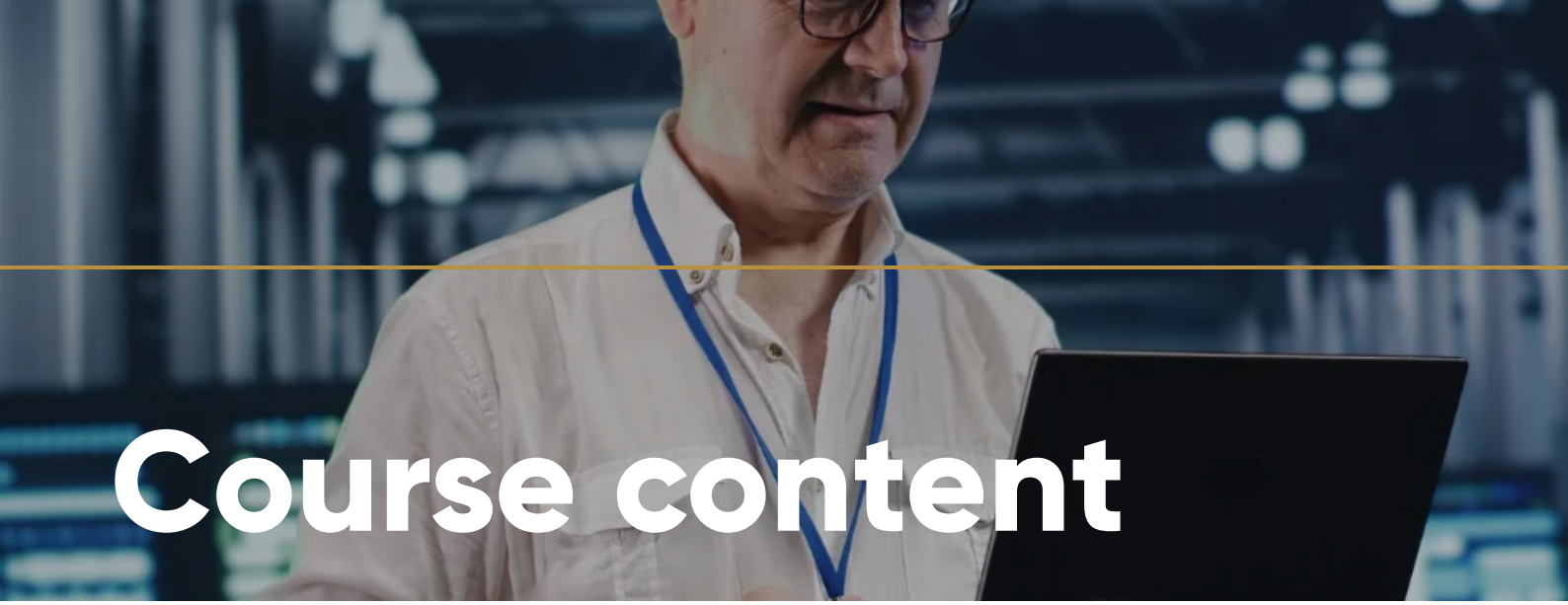
Target Competencies

- Business Analytics
- Statistical Analysis
- Predictive Modelling
- Data Visualization
- Decision-Making
- Optimization Techniques
- Reporting Skills
- Strategic Thinking

Course outline

Day 1: Foundations of Advanced Business Analytics

- Strategic role of analytics in modern organizations
- Understanding structured and unstructured business data
- Data sources across departments and operations
- Principles of data cleaning and preparation
- Common analytics platforms such as Python, R, Tableau, and Power BI
- Ethics, privacy, and responsible analytics use
- Workshop: Preparing and validating business data



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Course outline

Day 2: Advanced Statistical Techniques for Business

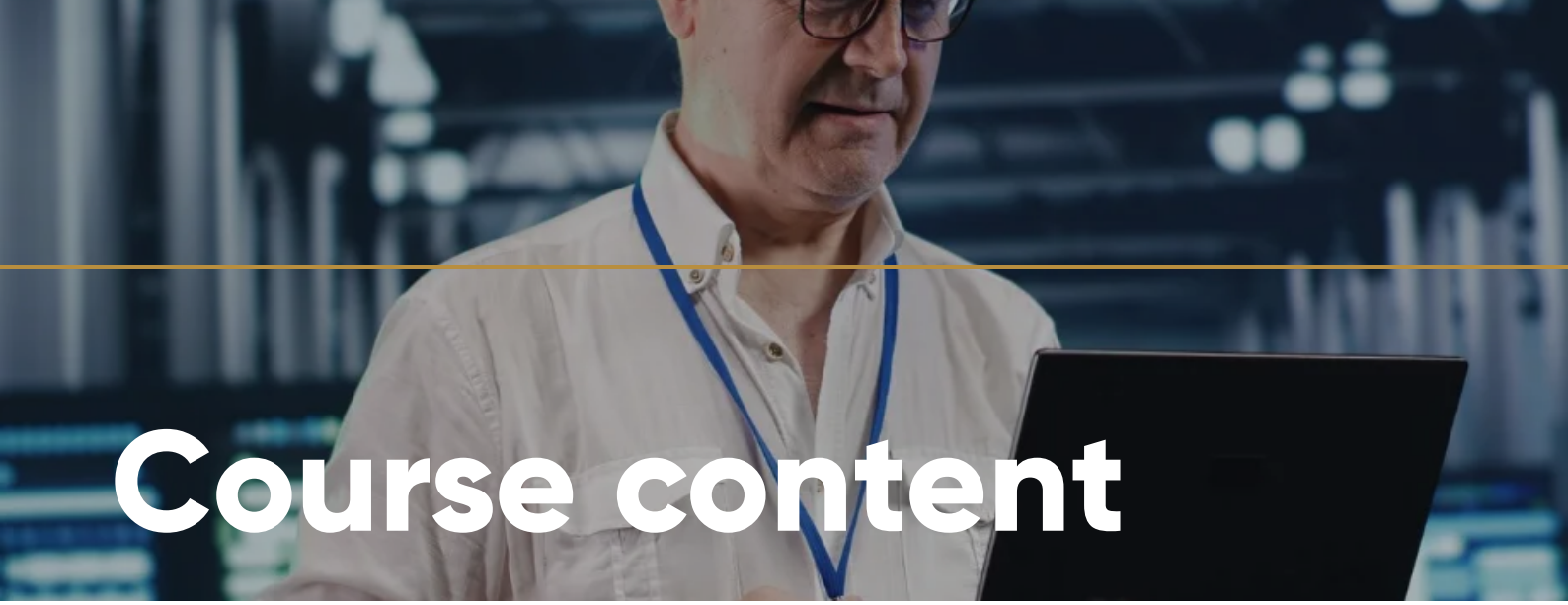
- Descriptive and inferential statistics for management decisions
- Confidence intervals and hypothesis testing
- Regression models for forecasting and insight generation
- Simple, multiple, and logistic regression applications
- Correlation versus causation in business analysis
- Managing missing values and outlier data
- Workshop: Apply regression analysis to business cases

Day 3: Predictive Analytics and Machine Learning

- Role of predictive analytics in business planning
- Supervised and unsupervised learning methods
- Building decision trees and ensemble models
- Customer segmentation through clustering methods
- Forecasting trends and behavior patterns
- Measuring model performance and accuracy
- Workshop: Develop and evaluate predictive models

Day 4: Data Visualization and Executive Communication

- Principles of clear and impactful visual reporting
- Choosing the right charts and visual formats
- Building dashboards for business monitoring
- Interactive dashboards using Tableau or Power BI
- Storytelling with data for executive audiences



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- Presenting insights with clarity and confidence
- Workshop: Create a business dashboard presentation

Day 5: Optimization and Strategic Decision Support

- Using optimization in business decision-making
- Linear programming concepts and applications
- Scenario analysis for uncertainty and risk
- Integrating analytics into management frameworks
- AI, automation, and real-time analytics trends
- Using data for strategic prioritisation
- Workshop: Solve optimization and planning challenges
- Final review and action planning

Seminar dates

Available seminar dates

Live dates and pricing for Mastering Business Analytics: Advanced Techniques for Data-Driven Insights generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Amsterdam - Netherlands	Classroom	**€3,400.-**
16 - 20 November 2026	London - U.K	Classroom	**€3,360.-**
7 - 11 December 2026	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
14 - 18 December 2026	Amsterdam - Netherlands	Classroom	**€3,400.-**
21 - 25 December 2026	London - U.K	Classroom	**€3,360.-**
18 - 22 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 February 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 March 2027	Geneva - Switzerland	Classroom	**€4,200.-**
19 - 23 April 2027	Barcelona - Spain	Classroom	**€3,080.-**
17 - 21 May 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
21 - 25 June 2027	Rome - Italy	Classroom	**€3,400.-**
19 - 23 July 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
16 - 20 August 2027	Barcelona - Spain	Classroom	**€3,080.-**
20 - 24 September 2027	Munich - Germany	Classroom	**€3,400.-**
18 - 22 October 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 November 2027	Munich - Germany	Classroom	**€3,400.-**
20 - 24 December 2027	Madrid - Spain	Classroom	**€3,400.-**