Data Analysis for Business Intelligence Training Course

Professional Development Training Course Outline

Category	Business Intelligence	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Data Analysis for Business Intelligence Training Course is meticulously designed to empower professionals with advanced analytical skills, data-driven decision-making capabilities, and actionable business insights. This course emphasizes modern business intelligence tools, predictive analytics, and data visualization techniques that allow organizations to leverage data for strategic advantage. Participants will gain hands-on experience in interpreting complex datasets, generating comprehensive reports, and developing dashboards that facilitate informed decision-making in dynamic business environments.

This program integrates real-world applications, case studies, and trending analytics technologies, ensuring that learners not only grasp theoretical concepts but also acquire practical expertise to solve business challenges. By the end of this course, participants will be proficient in translating raw data into meaningful insights, optimizing operational efficiency, and enhancing business performance through innovative analytical solutions.

Programme Curriculum

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Course Objectives

1. Develop proficiency in business intelligence tools and data analysis software
2. Apply advanced Excel, SQL, and Python techniques for data manipulation
3. Perform predictive analytics using trending machine learning algorithms
4. Create interactive dashboards for dynamic business reporting
5. Conduct descriptive, diagnostic, and prescriptive analytics
6. Leverage data visualization tools such as Power BI and Tableau for insight generation
7. Enhance decision-making through KPI analysis and performance metrics
8. Implement data cleaning, transformation, and integration best practices
9. Analyze market trends, consumer behavior, and operational data for strategic planning
10. Optimize business processes using data-driven insights
11. Conduct real-time reporting and analytics for proactive management
12. Understand big data concepts and their application in business intelligence
13. Develop problem-solving skills with practical case studies and simulations

Organizational Benefits

- Improved decision-making through accurate data analysis
- Enhanced operational efficiency and resource optimization
- Accelerated identification of market trends and opportunities
- Streamlined reporting processes with automated dashboards
- Reduced business risks through predictive analytics
- Stronger competitive advantage with actionable insights
- Improved data-driven culture across departments
- Better customer insights leading to enhanced satisfaction
- Enhanced strategic planning and forecasting accuracy
- Greater ROI on business intelligence investments

Target Audiences

1. Business Analysts
2. Data Analysts
3. Business Intelligence Professionals
4. Project Managers
5. Marketing Analysts
6. Financial Analysts
7. IT Professionals
8. Operations Managers

Course Duration: 5 days

Course Modules

Module 1: Introduction to Business Intelligence and Data Analysis

- Overview of business intelligence concepts and trends
- Role of data analysis in organizational growth
- Understanding types of data and data sources
- Introduction to dashboards, KPIs, and metrics
- Real-world case study: Data-driven decision-making in retail
- Practical hands-on exercise: Creating a basic BI dashboard

Module 2: Data Collection, Cleaning, and Transformation

- Techniques for data extraction from multiple sources
- Data cleaning and preprocessing best practices
- Handling missing and inconsistent data
- Data transformation for analysis readiness
- Case study: Cleaning and transforming sales data for analysis
- Hands-on exercise: Applying data cleaning techniques

Module 3: SQL for Business Intelligence

- Basics of SQL queries for data retrieval
- Aggregation, joins, and subqueries
- Advanced SQL functions for analytics
- Optimizing queries for large datasets
- Case study: Analyzing customer transaction data using SQL
- Hands-on exercise: Writing complex SQL queries

Module 4: Excel for Data Analysis

- Advanced Excel functions and formulas
- Pivot tables, charts, and conditional formatting
- Data modeling techniques in Excel
- Forecasting and trend analysis
- Case study: Sales performance analysis using Excel
- Hands-on exercise: Creating Excel dashboards

Module 5: Data Visualization with Power BI and Tableau

- Introduction to Power BI and Tableau interfaces
- Connecting and preparing data for visualization
- Building interactive dashboards and reports
- Advanced visualization techniques
- Case study: Executive dashboard creation for KPIs
- Hands-on exercise: Building a dashboard using Power BI

Module 6: Predictive Analytics and Machine Learning Basics

- Introduction to predictive analytics concepts
- Regression, classification, and clustering techniques
- Model evaluation and validation
- Integrating predictive models with BI tools
- Case study: Customer churn prediction using machine learning
- Hands-on exercise: Implementing a simple predictive model

Module 7: Advanced Analytics and KPI Monitoring

- Monitoring KPIs and performance metrics
- Implementing real-time analytics solutions
- Dashboard optimization techniques
- Anomaly detection and business trend analysis
- Case study: KPI monitoring for operational efficiency
- Hands-on exercise: Creating automated KPI dashboards

Module 8: Strategic Applications of Business Intelligence

- BI for financial, marketing, and operational decision-making
- Scenario analysis and what-if simulations
- Enhancing organizational strategy through analytics
- Leveraging BI for competitive advantage
- Case study: Data-driven strategy in e-commerce
- Hands-on exercise: Developing a strategic BI plan

Training Methodology

- Interactive lectures with practical demonstrations
- Hands-on exercises for real-world application
- Case study analysis to bridge theory and practice
- Group discussions and collaborative learning sessions
- Quizzes and assessments for concept reinforcement
- Continuous feedback and mentoring from expert trainers

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com