Demand Analytics Dashboards Training Course

Professional Development Training Course Outline

Category	Logistics and Supply Chain Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Demand Analytics Dashboards Training Course is designed to equip professionals with advanced skills in analyzing, visualizing, and interpreting complex demand data to drive strategic business decisions. Participants will gain expertise in leveraging powerful analytics dashboards, predictive modeling, and real-time data visualization techniques to optimize inventory, improve forecasting accuracy, and enhance supply chain efficiency. The course integrates practical applications, case studies, and hands-on exercises to ensure participants develop actionable insights that contribute to organizational growth and profitability.

In today's data-driven business environment, organizations require professionals who can transform raw data into meaningful insights that drive operational excellence. This course emphasizes the latest trends in business intelligence, dashboard development, and demand planning analytics. Participants will learn how to design interactive dashboards, interpret key performance indicators, and utilize predictive analytics to anticipate market demand and respond effectively. By the end of this course, participants will have a robust understanding of demand analytics strategies that improve decision-making across sales, marketing, and supply chain functions.

Programme Curriculum

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Course Objectives

1. Understand the fundamentals of demand analytics and dashboard design.
2. Learn advanced data visualization techniques for business insights.
3. Develop skills in predictive analytics for accurate demand forecasting.
4. Master real-time data monitoring and interactive dashboard tools.
5. Apply statistical models to analyze historical demand trends.
6. Integrate multiple data sources to create comprehensive dashboards.
7. Interpret key performance indicators for actionable insights.
8. Enhance decision-making through data-driven demand planning.
9. Identify demand patterns using advanced analytics tools.
10. Improve inventory management using predictive dashboards.
11. Design dashboards tailored for sales, marketing, and supply chain teams.
12. Solve real-world business problems using case-based demand analysis.
13. Leverage analytics dashboards to optimize organizational performance.

Organizational Benefits

- Improved demand forecasting accuracy
- Enhanced supply chain efficiency
- Faster and more informed business decisions
- Optimized inventory levels
- Reduced operational costs
- Increased customer satisfaction
- Better alignment between sales and production
- Improved KPI monitoring and reporting
- Enhanced ability to identify market trends
- Strengthened competitive advantage

Target Audiences

1. Supply chain managers and analysts
2. Business intelligence professionals
3. Data analysts and data scientists
4. Sales and marketing managers
5. Operations managers
6. Inventory planners

7. IT professionals supporting analytics systems
8. Executive decision-makers

Course Duration: 5 days

Course Modules

Module 1: Introduction to Demand Analytics

- Overview of demand analytics concepts
- Role of dashboards in business decision-making
- Data sources for demand analytics
- Understanding key metrics and KPIs
- Case Study: Analyzing seasonal demand trends
- Hands-on dashboard setup

Module 2: Dashboard Design Principles

- Visualization best practices
- Choosing the right chart types
- User-centered dashboard design
- Data storytelling techniques
- Case Study: Sales performance dashboard
- Creating an interactive dashboard prototype

Module 3: Data Collection and Integration

- Identifying relevant data sources
- Data cleaning and preparation
- Integrating multiple datasets
- Automating data refreshes
- Case Study: Multi-source demand analysis
- Importing data into dashboard tools

Module 4: Predictive Analytics for Demand Forecasting

- Basics of predictive analytics
- Forecasting models and algorithms
- Scenario analysis and simulations
- Incorporating seasonality and trends
- Case Study: Forecasting product demand
- Dashboard visualization of predictions

Module 5: Real-Time Monitoring and Alerts

- Real-time data tracking
- Setting up alerts for anomalies
- Using dashboards for operational decisions
- Monitoring KPI thresholds
- Case Study: Supply chain real-time monitoring
- Automating report distribution

Module 6: Advanced KPI Analysis

- Identifying key performance indicators
- Measuring demand accuracy
- Trend and variance analysis
- Benchmarking and performance scoring
- Case Study: Evaluating sales targets
- Dashboard customization for KPI tracking

Module 7: Business Applications of Dashboards

- Using dashboards for sales optimization
- Marketing campaign analytics
- Inventory and logistics management
- Customer demand segmentation
- Case Study: Marketing impact analysis
- Integrating dashboards into decision workflows

Module 8: Capstone Project and Case Study

- Applying all learned concepts in a project
- Building a comprehensive demand dashboard
- Presenting insights to stakeholders
- Case Study: End-to-end demand analytics solution
- Hands-on project implementation
- Final evaluation and feedback

Training Methodology

- Interactive lectures with practical examples
- Hands-on exercises using real datasets
- Step-by-step dashboard creation workshops

- Group discussions and problem-solving sessions
- Case studies based on industry scenarios
- Capstone project with instructor feedback
- Guided analytics tool demonstrations
- Q&A and troubleshooting sessions
- Peer-to-peer knowledge sharing
- Continuous assessment and feedback

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

Start Date	End Date	Location	Price
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

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