Descriptive Analytics 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

Descriptive Analytics for Business Intelligence Training Course is designed to empower professionals with the ability to analyze historical business data and extract meaningful insights to drive strategic decision-making. This comprehensive course equips participants with hands-on skills in data visualization, reporting, dashboard creation, and trend analysis using advanced BI tools. Participants will learn to convert raw data into actionable intelligence, enhancing business performance and operational efficiency.

This training emphasizes practical applications of descriptive analytics in real-world scenarios, enabling professionals to identify patterns, monitor KPIs, and support organizational objectives. Participants will gain expertise in using tools like Excel, Power BI, Tableau, and other BI platforms to generate clear, data-driven reports that influence key business decisions. By integrating technical knowledge with analytical thinking, this course prepares learners for advanced roles in business intelligence and data-driven strategy.

Programme Curriculum

Descriptive Analytics for Business Intelligence **Training Course**

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Course Objectives

1. Understand foundational concepts of descriptive analytics for business intelligence.
2. Master data visualization techniques to present actionable insights.
3. Learn key performance indicator (KPI) development and monitoring strategies.
4. Develop expertise in BI reporting tools like Power BI, Tableau, and Excel.
5. Analyze historical data to identify trends and patterns effectively.
6. Implement dashboard creation for executive-level decision support.
7. Apply statistical methods for business reporting and summarization.
8. Transform raw data into structured insights for decision-making.
9. Improve data storytelling skills for management presentations.
10. Integrate multiple data sources for comprehensive analysis.
11. Optimize reporting workflows and automate recurring reports.
12. Evaluate data quality and ensure accuracy in BI outputs.
13. Enhance organizational performance through evidence-based insights.

Organizational Benefits

1. Streamlined decision-making processes through accurate analytics.
2. Enhanced data-driven culture across departments.
3. Improved forecasting and strategic planning capabilities.
4. Increased efficiency in reporting and data visualization.
5. Reduction in operational inefficiencies with actionable insights.
6. Better identification of market trends and customer behaviors.
7. Strengthened competitive advantage via data intelligence.
8. Enhanced ROI from BI investments.
9. Faster identification of business opportunities and risks.
10. Empowered workforce with analytical skill development.

Target Audiences

1. Business Analysts seeking advanced BI skills.
2. Data Analysts aiming to enhance descriptive analytics expertise.
3. BI Developers and Report Specialists.
4. Managers responsible for data-driven decision-making.
5. IT Professionals involved in BI projects.
6. Consultants providing business intelligence solutions.
7. Project Managers overseeing data analytics initiatives.
8. Aspiring Data Professionals entering BI roles.

Course Duration: 5 days

Course Modules

Module 1: Introduction to Descriptive Analytics

- Overview of business intelligence and analytics landscape.

- Understanding descriptive, predictive, and prescriptive analytics.
- Importance of descriptive analytics in business strategy.
- Key metrics and KPIs for organizational performance.
- Use cases and industry applications.
- Case Study: Historical sales data analysis for retail performance.

Module 2: Data Collection and Preparation

- Data sourcing from multiple business systems.
- Data cleaning, transformation, and validation techniques.
- Ensuring data accuracy and integrity.
- Handling missing or inconsistent data.
- Preparing datasets for visualization and reporting.
- Case Study: Cleaning and preparing financial datasets for BI reporting.

Module 3: Data Visualization Techniques

- Principles of effective data visualization.
- Creating charts, graphs, and tables for decision-making.
- Choosing the right visualization for specific KPIs.
- Tools for visualization: Excel, Power BI, Tableau.
- Customizing dashboards for executive reporting.
- Case Study: KPI dashboard creation for manufacturing metrics.

Module 4: BI Reporting Fundamentals

- Fundamentals of BI reporting.
- Report design and layout best practices.
- Automating recurring reports for operational efficiency.
- Combining multiple datasets for comprehensive insights.
- Delivering actionable insights to stakeholders.
- Case Study: Monthly revenue reporting for a retail chain.

Module 5: Advanced Dashboard Creation

- Designing interactive dashboards for management.
- Using filters, slicers, and dynamic visuals.
- Drill-down and drill-through features for detailed analysis.
- Enhancing user experience in dashboards.
- Connecting dashboards to live data sources.
- Case Study: Executive-level sales performance dashboard.

Module 6: Trend Analysis and Pattern Recognition

- Identifying historical trends in business data.
- Using statistical methods to recognize patterns.
- Segmenting data for deeper insights.
- Monitoring changes over time for predictive indications.
- Linking trends to strategic business decisions.
- Case Study: Analyzing seasonal demand trends for FMCG products.

Module 7: Reporting Best Practices

- Maintaining data consistency and standardization.
- Effective storytelling through reports.
- Creating impactful visual reports for stakeholders.
- Ensuring reports align with business objectives.
- Evaluating report performance and adoption.
- Case Study: Monthly executive summary reports for HR analytics.

Module 8: Capstone Project

- Integration of all modules into a real-world project.
- Preparing a complete BI report with dashboards and visualizations.
- Presenting actionable insights to stakeholders.
- Ensuring data quality and consistency.
- Incorporating feedback and iterative improvements.
- Case Study: Comprehensive BI project for retail sales and marketing performance.

Training Methodology

- Interactive instructor-led sessions with real-time demonstrations.
- Hands-on exercises using Excel, Power BI, and Tableau.
- Live case studies for practical application of concepts.
- Group discussions and collaborative problem-solving.
- Role-based scenarios to simulate organizational challenges.
- Continuous assessment through quizzes, exercises, and project work.

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:

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