Gender Analytics in Business Training Course

Professional Development Training Course Outline

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

Course Introduction

In today’s data-driven economy, Gender Analytics in Business has emerged as a powerful approach to uncover hidden inequalities, improve decision-making, and drive sustainable growth. Organizations are increasingly leveraging gender-disaggregated data, diversity metrics, and inclusive performance indicators to optimize workforce productivity, enhance customer insights, and strengthen corporate governance. By integrating AI-powered analytics, ESG (Environmental, Social, Governance) frameworks, and DEI (Diversity, Equity, and Inclusion) strategies, businesses can unlock new opportunities while addressing systemic gender gaps across operations, leadership, and market engagement.

Gender Analytics in Business Training Course equips professionals with practical skills in gender data analysis, predictive analytics, and impact measurement to create more inclusive and profitable business models. Participants will explore real-world applications of big data, business intelligence tools, and gender-responsive budgeting to design evidence-based strategies. With a strong focus on innovation, digital transformation, and ethical data use, this program prepares organizations to align with global trends, improve brand reputation, and achieve long-term competitive advantage through gender-smart decision-making.

Programme Curriculum

Gender Analytics in Business Training Course

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Course Duration

5 days

Course Objectives

1. Understand Gender Analytics Frameworks for business intelligence
2. Apply Data-Driven Decision Making using gender-disaggregated data
3. Integrate AI & Machine Learning in Gender Analysis
4. Analyze Workplace Diversity Metrics and KPIs
5. Implement DEI (Diversity, Equity & Inclusion) Strategies
6. Use Predictive Analytics for Gender Trends
7. Conduct Gender Impact Assessments in Business Operations
8. Develop Gender-Responsive Budgeting Models
9. Leverage Big Data & Business Intelligence Tools (Power BI, Tableau)
10. Evaluate ESG and Sustainability Reporting Metrics
11. Identify Gender Bias in Algorithms and Data Systems
12. Design Inclusive Marketing and Customer Analytics Strategies
13. Strengthen Leadership & Governance through Gender Insights

Target Audience

1. Business Executives & Managers
2. HR & Talent Development Professionals
3. Data Analysts & Business Intelligence Specialists
4. Gender Specialists & Social Impact Professionals
5. NGO & Development Sector Practitioners
6. Policy Makers & Government Officers
7. Entrepreneurs & Startup Founders
8. Corporate Sustainability & ESG Teams

Course Modules

Module 1: Foundations of Gender Analytics

- Introduction to Gender Analytics
- Key Concepts: Gender vs Sex, Inclusion
- Importance in Modern Business
- Global Trends & Digital Transformation
- Tools & Frameworks Overview
- **Case Study:** Gender diversity impact on company performance

Module 2: Gender Data Collection & Management

- Gender-Disaggregated Data Collection
- Ethical Data Handling & Privacy
- Data Quality & Validation
- Survey Design Techniques
- Data Governance Frameworks
- **Case Study:** Improving HR datasets for better diversity insights

Module 3: Data Analysis & Visualization

- Data Cleaning & Preparation
- Using Excel, Power BI, Tableau
- Gender Gap Analysis Techniques
- Dashboard Creation
- Storytelling with Data
- **Case Study:** Visualizing gender pay gap in corporate settings

Module 4: AI & Predictive Gender Analytics

- Introduction to AI in Business Analytics
- Machine Learning Applications
- Predictive Modeling for Gender Trends
- Bias in Algorithms
- Ethical AI Practices
- **Case Study:** Detecting bias in hiring algorithms

Module 5: Gender in Workforce & HR Analytics

- Diversity & Inclusion Metrics
- Employee Lifecycle Analysis
- Gender Pay Gap Assessment
- Leadership Representation Analysis
- Performance & Retention Insights
- **Case Study:** Increasing women in leadership roles

Module 6: Gender in Marketing & Customer Insights

- Gender-Based Market Segmentation
- Consumer Behavior Analysis
- Inclusive Branding Strategies
- Customer Experience Optimization
- Digital Marketing Analytics
- **Case Study:** Gender-sensitive advertising campaign success

Module 7: Gender-Responsive Budgeting & ESG

- Gender Budgeting Concepts
- Financial Planning with Inclusion Lens
- ESG Reporting Frameworks
- Impact Measurement Tools
- Sustainable Development Goals (SDGs)

- **Case Study:** Gender budgeting in corporate social responsibility

Module 8: Strategy, Policy & Implementation

- Designing Gender-Inclusive Policies
- Organizational Change Management
- Stakeholder Engagement
- Monitoring & Evaluation Systems
- Scaling Gender Analytics Solutions
- **Case Study:** Implementing company-wide DEI strategy

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

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