



# **Strategic Business Intelligence and Data Analytics Training Course**

**Ref: #BUI7018**



## **Course Introduction / Overview:**

In today's data-saturated world, the ability to transform raw data into strategic intelligence is the definitive competitive advantage. This course is meticulously designed to bridge the gap between data analytics and strategic business execution. It moves beyond basic reporting to empower professionals with the skills to build and manage comprehensive business intelligence systems that drive growth, efficiency, and innovation. As highlighted by the renowned academic Thomas H. Davenport in his seminal work, "Competing on Analytics: The New Science of Winning," organizations that embed analytics into their core strategy consistently outperform their peers. This program, offered by BIG BEN Training Center, provides a holistic framework, covering everything from data warehousing and ETL processes to advanced predictive modeling and data storytelling. Participants will learn not just the 'how' of data analysis but the 'why' behind strategic implementation, ensuring that analytical insights translate into tangible business outcomes and foster a sustainable data-driven culture within their organizations.

## **Target Audience / This training course is suitable for:**

- Business Analysts and Data Analysts.
- IT Professionals and BI Developers.
- Marketing Managers and Market Researchers.
- Financial Analysts and Controllers.
- Operations Managers and Supply Chain Specialists.
- Project Managers and Program Managers.
- C-Level Executives and Senior Managers.
- Strategic Planners and Corporate Strategists.



## **Target Sectors and Industries:**

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail, E-commerce, and Consumer Goods.
- Manufacturing and Industrial Operations.
- Telecommunications and Information Technology.
- Energy, Oil, and Gas Sector.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

## **Target Organizations Departments:**

- Finance and Accounting.
- Marketing and Sales.
- Operations and Logistics.
- Information Technology (IT).
- Strategic Planning and Business Development.
- Human Resources.
- Research and Development (R&D).
- Customer Service and Support.

## **Course Offerings:**

By the end of this course, the participants will have able to:



- Develop a comprehensive business intelligence strategy aligned with organizational goals.
- Master data warehousing concepts and ETL (Extract, Transform, Load) processes.
- Apply advanced statistical and data mining techniques to uncover critical business insights.
- Create compelling data visualizations and interactive dashboards to communicate findings effectively.
- Implement predictive analytics models for forecasting and strategic planning.
- Establish robust data governance policies to ensure data quality and security.
- Champion a data-driven culture within their teams and organization.
- Translate complex analytical results into actionable business recommendations for senior leadership.

## **Course Methodology:**

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course adopts a blended learning approach that combines expert-led instruction with hands-on, interactive exercises. We believe that true mastery comes from doing, not just listening. Therefore, participants will immerse themselves in real-world case studies, analyzing complex business problems and developing strategic solutions. Collaborative group projects will encourage teamwork and peer-to-peer learning, simulating the cross-functional dynamics of a modern workplace. Interactive sessions, including Q&A panels and facilitated discussions, ensure that every participant can clarify doubts and contribute their unique perspectives. The curriculum emphasizes a tool-agnostic approach, focusing on the underlying principles and strategic frameworks of business intelligence and data analytics that can be applied across any platform. Continuous feedback from the instructor will guide participants throughout the learning journey, ensuring they can confidently apply their new skills to drive data-driven decision-making back in their organizations.



## **Course Agenda (Course Units):**

### **Unit One: Foundations of Strategic Business Intelligence**

- The evolution of business intelligence and analytics.
- Differentiating between data, information, and strategic intelligence.
- The critical role of BI in modern strategic decision-making.
- Key components of a comprehensive BI architecture.
- Understanding the complete data analytics lifecycle from question to value.
- Defining and implementing key performance indicators (KPIs) and business metrics.
- Aligning BI initiatives with overarching corporate objectives.
- Exploring the four types of analytics: descriptive, diagnostic, predictive, and prescriptive.

### **Unit Two: Data Management and Warehousing for Analytics**

- Fundamentals of data warehousing, data marts, and data lakes.
- Mastering ETL (Extract, Transform, Load) processes and best practices.
- Techniques for ensuring high levels of data quality, accuracy, and integrity.
- Principles of effective data governance and data stewardship.
- Introduction to Big Data technologies and their impact on BI.
- Strategies for managing both structured and unstructured data sources.
- Essential SQL skills for data extraction, querying, and manipulation.
- The importance of metadata management in an analytical ecosystem.

### **Unit Three: Core Analytics and Data Visualization**



- Applying fundamental statistical analysis techniques for business insights.
- Utilizing data mining methods for pattern discovery and segmentation.
- Designing and building effective, user-friendly dashboards and reports.
- The art and science of data storytelling for impactful communication.
- Best practices for visual design to avoid misinterpretation.
- Hands-on exercises in creating insightful data visualizations.
- Techniques for interactive data exploration and ad-hoc analysis.
- Communicating analytical findings to non-technical audiences.

#### **Unit Four: Advanced Analytics and Predictive Modeling**

- Introduction to predictive analytics and its business applications.
- Understanding core models like regression and classification.
- Fundamentals of machine learning for business professionals.
- Applying market basket analysis and association rules for sales insights.
- Building models for customer segmentation and churn prediction.
- Forecasting techniques for sales, demand, and resource planning.
- Methods for evaluating the performance and accuracy of predictive models.
- Addressing the ethical considerations in advanced analytics and AI.

#### **Unit Five: Implementing BI Strategy and Fostering a Data Culture**

- Developing a strategic roadmap for BI and analytics implementation.
- Calculating the return on investment (ROI) of BI projects.
- Building a compelling business case for an analytics initiative.
- Applying change management principles for a data-driven transformation.
- Strategies for fostering a data-literate culture across the organization.
- Exploring the future of BI: AI, automation, and real-time analytics.
- Techniques for presenting analytical findings to executive leadership.
- Capstone project: Developing a complete BI plan for a real-world case study.



## **FAQ:**

### **Qualifications required for registering to this course?**

There are no requirements.

### **How long is each daily session, and what is the total number of training hours for the course?**

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

### **Something to think about:**

As organizations increasingly rely on AI-driven analytics, what is the evolving role of human intuition and ethical judgment in strategic decision-making?

### **What unique qualities does this course offer compared to other courses?**



This course distinguishes itself by focusing on the strategic integration of business intelligence rather than isolated technical skills. While many programs concentrate on proficiency with specific software, this training emphasizes the overarching framework of how to leverage data as a strategic asset. The curriculum is uniquely designed to cultivate a holistic perspective, guiding participants through the entire analytics value chain—from robust data governance and warehousing to the art of data storytelling and influencing executive decisions. It delves deep into the 'why' behind the data, teaching participants how to ask the right business questions and align analytical projects with core organizational objectives. Furthermore, the course places a significant emphasis on fostering a data-driven culture, addressing the critical change management and leadership aspects required for a successful BI implementation. By blending rigorous analytical methods with strategic business acumen, it prepares professionals not just to be data analysts, but to be strategic partners who can drive meaningful and sustainable organizational change.