Strategic Data Management for Supply Chain Optimization Training Course

20 - 24 Apr 2026

Vienna

5700 € (Per Person)

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Course Introduction / Overview:

In the complex world of modern business, a company's ability to compete often depends on the efficiency of its supply chain. Data management has become the key to unlocking this efficiency. This training course is designed to give participants a deep understanding of how to use data to optimize every part of the supply chain, from sourcing raw materials to delivering the final product. We will cover how to manage and analyze data to improve forecasting, reduce costs, manage inventory, and increase overall visibility. Participants will learn how to use data-driven strategies to make better decisions and build a more resilient and agile supply chain. In his book "Supply Chain Management," author Sunil Chopra emphasizes that a successful supply chain is built on a foundation of solid data and information flow. At BIG BEN Training Center, we recognize that smart data management is the difference between a reactive and a proactive supply chain. This course will give you the practical skills and knowledge to turn your supply chain data into a powerful competitive advantage.

Target Audience / This training course is suitable for:

- Supply chain managers and analysts.
- Logistics and operations professionals.
- Procurement and sourcing specialists.
- Inventory and warehouse managers.
- Business intelligence and data analysts.
- Anyone responsible for supply chain strategy.

Target Sectors and Industries:

- Manufacturing and production.
- Retail and e-commerce.
- Logistics and transportation.
- Government and public sector.
- Consumer goods.
- Pharmaceuticals.
- Technology.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Distribution.
- Procurement and Sourcing.
- Operations.
- IT and Data Analytics.
- Inventory Management.

Course Offerings:

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

- Implement data-driven demand forecasting to improve accuracy.
- Use data analytics to optimize inventory levels and reduce costs.
- Enhance supplier relationship management using data.
- Apply data for real-time supply chain visibility.
- Mitigate risks and disruptions through data analysis.
- Improve transportation and logistics efficiency with data.
- Create a data governance framework for the supply chain.
- Leverage data to achieve a more resilient and agile supply chain.

Course Methodology:

This training course uses an interactive and hands-on approach, with a strong focus on practical application. We believe that the best way to learn is by doing it. The course will use a mix of case studies, real-world examples, and group projects to help participants apply data management concepts to real supply chain challenges. Participants will learn to use data visualization tools and analytical techniques to identify inefficiencies and find opportunities for optimization. Our expert trainers will provide personalized feedback and guide participants in developing a data-driven plan for their own organizations. At BIG BEN Training Center, our methodology makes sure participants not only understand the theory but also gain the confidence to implement effective data strategies in their own supply chain roles.

Course Agenda (Course Units):

Unit One: Data Foundations for Supply Chain.

- The role of data in modern supply chain management.
- Key data sources in the supply chain.
- Understanding data quality and its impact.
- Establishing a data governance framework.
- The journey from data to insights.
- Data collection methods and tools.
- Identifying and managing supply chain data silos.

Unit Two: Data-Driven Demand Forecasting.

- Fundamentals of demand forecasting.
- Using historical data for predictive analysis.
- Applying machine learning models for forecasting.
- Improving forecast accuracy with real-time data.
- The impact of data quality on forecasting.
- Creating a collaborative forecasting process.
- Case study: optimizing inventory with better forecasts.

Unit Three: Optimizing Inventory and Logistics.

- Data-driven inventory management strategies.
- Using data to calculate optimal stock levels.
- Route optimization using logistics data.
- Improving warehouse efficiency with real-time data.
- Data analytics for transportation cost reduction.
- Tracking and tracing products with data.
- Predictive maintenance for logistics assets.

Unit Four: Supplier and Risk Management with Data.

- Data-driven supplier performance evaluation.
- Using data to improve supplier relationships.
- Assessing and mitigating supply chain risks.
- Predicting and responding to disruptions.
- Building a resilient supply chain with data.
- Data analytics for geopolitical risk assessment.
- Blockchain and its role in supply chain transparency.

Unit Five: The Future of Supply Chain Data.

- Emerging technologies and their impact.
- The role of AI and IoT in supply chain optimization.
- Building a data-driven culture.
- Key performance indicators (KPIs) for the data-driven supply chain.
- Future-proofing your data strategy.
- Final project: developing an optimization plan.

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:

In an increasingly volatile global market, how can an organization use data not only to optimize its existing supply chain but also to build a resilient and predictive framework that can anticipate and adapt to unforeseen disruptions?

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

This training course is different because it directly connects the principles of data management to the specific, practical needs of the supply chain. Unlike generic data analytics courses, this program is designed for supply chain professionals and focuses on giving them the tools and strategies they need to solve their unique challenges. We do not just talk about data; we show you how to use it to reduce costs, improve efficiency, and make better decisions. The course also goes into strategic topics like risk management and building a more resilient supply chain, which is a key concern for today's businesses. The combination of targeted content, hands-on exercises, and a focus on real-world applications makes this essential training for anyone looking to make their supply chain smarter and more competitive.

For an overview of how data is changing the supply chain, you can watch this video on Digital Supply Chain Management.