Machine Learning for Strategic Predictive Analytics Training Course

30 Nov - 04 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #AI1655_174416

Course Introduction / Overview:

This course provides a comprehensive exploration of machine learning algorithms for predictive business analytics, designed to empower professionals to transform raw data into strategic assets. In today's data-driven landscape, the ability to forecast trends, predict customer behavior, and optimize operations is a critical competitive advantage. This program moves beyond theoretical concepts to focus on the practical application of predictive modeling in real-world business scenarios. As detailed in seminal works like "An Introduction to Statistical Learning" by Gareth James et al., the foundation of effective machine learning lies in a deep understanding of both the algorithms and the business context. Participants will learn to select, build, and evaluate models for tasks such as sales forecasting, customer churn prediction, and risk assessment. BIG BEN Training Center has structured this curriculum to bridge the gap between data science and business strategy, ensuring that attendees not only master the technical skills but also learn how to communicate insights effectively to drive data-informed decision-making across their organizations. This immersive learning experience is engineered to equip you with the tools to unlock the predictive power of your data and deliver tangible business value.

Target Audience / This training course is suitable for:

- Business Analysts seeking to enhance their predictive modeling skills.
- Data Analysts and Scientists looking to apply their skills to business problems.
- Marketing Managers aiming to understand customer behavior and predict campaign outcomes.
- Financial Analysts involved in risk assessment and market forecasting.
- IT Professionals and Software Developers transitioning into data science roles.
- Product Managers wanting to make data-driven decisions for product development.
- Business Intelligence Professionals aiming to incorporate advanced analytics.
- Operations Managers focused on process optimization and demand forecasting.
- Junior Data Scientists looking for a practical, business-focused curriculum.
- Consultants who advise clients on data strategy and analytics.

Target Sectors and Industries:

- Banking and Financial Services.
- Retail and E-commerce.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Manufacturing and Supply Chain.
- Insurance.
- Marketing and Advertising.
- Government and Public Sector Agencies.
- Energy and Utilities.
- Technology and Software.

Target Organizations Departments:

- Marketing and Sales.
- Finance and Accounting.
- Business Intelligence and Analytics.
- Operations and Logistics.
- Information Technology (IT).
- Strategy and Corporate Planning.
- Customer Relationship Management (CRM).
- Risk Management and Compliance.
- Product Development.
- Human Resources.

Course Offerings:

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

- Understand the fundamental concepts of machine learning and predictive analytics.
- Implement key supervised and unsupervised learning algorithms for business applications.
- Perform data preprocessing and feature engineering to prepare data for modeling.
- Build and train regression models for forecasting continuous outcomes like sales or revenue.
- Develop classification models to predict categorical outcomes such as customer churn or fraud.
- Evaluate and compare the performance of different machine learning models using appropriate metrics.
- Apply clustering techniques to segment customers and identify patterns in data.
- Translate business problems into machine learning problems and interpret model results.
- Develop a strategic framework for deploying predictive models within an organization.
- Communicate complex analytical findings to non-technical stakeholders effectively.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring participants can immediately apply their learning. This course blends expert-led instruction with hands-on labs, using industry-standard tools and real-world datasets. Each module is structured around a combination of theoretical presentations, live demonstrations, and practical exercises that reinforce key concepts. A significant portion of the training is dedicated to collaborative group work and case study analysis, where participants will tackle complex business problems, from initial data exploration to final model deployment. This approach fosters critical thinking and problem-solving skills. Interactive Q&A sessions and peer-to-peer discussions are encouraged throughout the course to facilitate a dynamic learning environment. Our instructors provide continuous, constructive feedback to guide participants through their learning journey. The methodology emphasizes a learn-by-doing approach, ensuring that attendees leave the course not just with knowledge, but with the confidence and competence to implement predictive analytics solutions in their respective professional roles.

Course Agenda (Course Units):

Unit One Foundations of Predictive Analytics and Machine Learning

- Introduction to predictive analytics and its role in business strategy.
- The machine learning lifecycle from problem definition to deployment.
- Overview of supervised, unsupervised, and reinforcement learning.
- Setting up the Python environment with key libraries (NumPy, Pandas, Matplotlib).
- Fundamentals of data exploration and visualization.
- Techniques for data cleaning and handling missing values.
- Introduction to feature engineering and data transformation.

Unit Two Supervised Learning for Regression

- Understanding linear regression for predictive forecasting.
- Implementing multiple linear regression with business data.
- Techniques for model evaluation in regression (MAE, MSE, R-squared).
- Introduction to polynomial regression for non-linear relationships.
- Understanding overfitting and the role of regularization.
- Implementing Ridge and Lasso regression for model optimization.
- Applying regression models to a sales forecasting case study.

Unit Three Supervised Learning for Classification

- Introduction to classification problems in business (e.g., churn, fraud).
- Building and interpreting logistic regression models.
- Understanding K-Nearest Neighbors (k-NN) for classification.
- Implementing Support Vector Machines (SVM) for complex decision boundaries.
- Using Decision Trees for interpretable classification rules.
- Introduction to ensemble methods with Random Forests.
- Evaluating classification models using confusion matrices, precision, and recall.

Unit Four Unsupervised Learning and Advanced Topics

- Introduction to unsupervised learning and its applications.
- Customer segmentation using K-Means clustering algorithm.
- Interpreting clusters and creating business personas.
- Introduction to dimensionality reduction with Principal Component Analysis (PCA).
- Fundamentals of time series analysis and forecasting.
- Building a basic ARIMA model for trend prediction.
- Ethical considerations and bias in machine learning models.

Unit Five Model Deployment and Business Application

- Best practices for model validation and testing.
- Strategies for deploying machine learning models into production environments.
- Monitoring model performance and retraining strategies.
- Developing a business case for a predictive analytics project.
- Techniques for presenting model results to executive leadership.
- Final capstone project: Solving a comprehensive business problem from start to finish.
- Course review, final Q&A, and next steps in your analytics journey.

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:

Beyond predictive accuracy, what ethical frameworks should guide the deployment of machine learning models in customer-facing business decisions?

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

This course distinguishes itself by focusing squarely on the intersection of data science and business strategy, a critical nexus often overlooked by purely technical programs. While many courses teach the mechanics of algorithms, our curriculum is built around solving tangible business problems. We prioritize the "why" behind the "how," ensuring participants not only learn to build models but also to ask the right business questions and translate model outputs into actionable strategic insights. The learning journey is heavily case-study-driven, using sanitized but realistic datasets that mirror the complexities and nuances of corporate environments. This practical emphasis moves beyond abstract theory, compelling participants to grapple with challenges like incomplete data, model interpretability for stakeholders, and the ethical implications of predictive analytics. Rather than just demonstrating tools, we cultivate a strategic mindset, empowering professionals to function as internal consultants who can champion and lead data-driven initiatives that create measurable value for their organizations. The focus is on developing versatile professionals, not just technicians.