Applied Business Intelligence for Data-Driven Decisions Training Course



13 - 17 Dec 2026

Amman

3800 € (Per Person)

Ref: #BUI6094_220881

Course Introduction / Overview:

This course provides a comprehensive exploration of Business Intelligence (BI), focusing on the strategic transformation of raw data into actionable insights that drive organizational success. In today's data-rich environment, the ability to effectively analyze and interpret information is no longer a specialized skill but a core business competency. This training moves beyond theoretical concepts to offer practical, hands-on knowledge in designing and implementing effective BI solutions. As influential author and analyst Howard Dresner, often considered the father of the term "Business Intelligence," emphasized, BI is about providing the right information to the right people at the right time. Participants will delve into the complete BI lifecycle, from data warehousing and ETL processes to advanced data visualization and storytelling, a journey detailed in texts like "Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman. BIG BEN Training Center has designed this program to empower professionals to build a data-driven culture within their organizations, enabling them to make more informed strategic decisions, optimize performance, and gain a significant competitive advantage in the marketplace. This is not just a technical course; it is a strategic guide to leveraging data as a critical corporate asset.

Target Audience / This training course is suitable for:

- Business Analysts and Data Analysts.
- IT Professionals and Database Administrators.
- Project Managers and Team Leaders.
- Marketing, Sales, and Financial Managers.
- Operations Managers and Supply Chain Specialists.
- Business Executives and Department Heads.
- Anyone involved in data reporting and strategic planning.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail and E-commerce.
- Manufacturing and Logistics.
- Telecommunications and Technology.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Finance and Accounting Departments.
- Marketing and Sales Departments.
- Operations and Supply Chain Management.
- Information Technology (IT) and Data Management Teams.
- Human Resources.
- Strategic Planning and Business Development.
- Executive Management and Leadership.

Course Offerings:

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

- Master the fundamental concepts and architecture of Business Intelligence systems.
- Understand the complete data lifecycle, including ETL processes and data warehousing.
- Develop effective data models for analytical reporting.
- Utilize data visualization techniques to create insightful dashboards and reports.
- Translate complex data into clear, compelling narratives through data storytelling.
- Identify and track Key Performance Indicators (KPIs) relevant to business goals.
- Develop a strategic framework for implementing a BI solution within an organization.
- Evaluate different BI tools and platforms based on business requirements.
- Foster a data-driven decision-making culture within their teams and departments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We believe that mastering Business Intelligence comes from doing, not just listening. The course combines expert-led instruction with hands-on exercises, interactive workshops, and collaborative group projects. Participants will work with realistic business case studies to practice everything from data extraction and transformation to building dynamic dashboards. Our approach emphasizes problem-solving and critical thinking, encouraging attendees to tackle complex business challenges using BI techniques. Sessions will include live demonstrations, peer-to-peer feedback, and open Q&A forums to address specific queries and challenges. The learning environment is supportive and collaborative, fostering a space where participants can share experiences and learn from one another. This blended learning approach ensures a deep understanding of both the technical and strategic aspects of Business Intelligence, equipping attendees with the confidence and skills to drive data-informed change.

Course Agenda (Course Units):

Unit One: Foundations of Modern Business Intelligence

- The Evolution and Importance of BI in Business.
- Core Concepts: Data, Information, Insights, and Wisdom.
- Understanding BI and Business Analytics Architecture.
- Differentiating Between Strategic, Tactical, and Operational BI.
- The Role of Data Warehousing and Data Marts.
- Key Components of a BI Ecosystem.
- Exploring the Business Value and ROI of BI Initiatives.

Unit Two: Data Management and Preparation for Analysis

- Identifying and Connecting to Diverse Data Sources.
- The ETL Process: Extract, Transform, and Load Explained.
- Best Practices for Data Cleansing and Quality Management.
- Principles of Data Governance and Master Data Management.
- Introduction to Data Modeling for BI.
- Understanding Star Schema and Snowflake Schema Designs.
- Practical Exercises in Data Preparation.

Unit Three: Data Analysis and Visualization Techniques

- Fundamentals of Exploratory Data Analysis (EDA).
- Core Statistical Concepts for Business Analysts.
- Principles of Effective Data Visualization.
- Choosing the Right Chart or Graph for Your Data.
- Designing and Building Interactive Dashboards.
- Best Practices for User-Friendly Dashboard Layout and Design.
- Hands-on Lab: Creating a Business Performance Dashboard.

Unit Four: Reporting, Storytelling, and Actionable Insights

- Transforming Data Analysis into Actionable Business Insights.
- Developing and Defining Key Performance Indicators (KPIs).
- The Art of Data Storytelling: Crafting a Compelling Narrative.
- Techniques for Presenting Data to Executive Audiences.
- Building Automated and Ad-Hoc Reports.
- Case Study Analysis: From Raw Data to Strategic Recommendation.
- Workshop on Communicating Insights with Impact.

Unit Five: BI Strategy, Implementation, and Future Trends

- Developing a Business Intelligence Strategy and Roadmap.
- Understanding Self-Service BI and its Impact on Organizations.
- An Introduction to Predictive Analytics and its Role in BI.
- The Future of BI: AI, Machine Learning, and Cloud BI.
- Managing a BI Project: From Conception to Deployment.
- Fostering a Data-Driven Culture within the Organization.
- Capstone Project: Developing a BI Solution for a Business Scenario.

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 self-service BI tools become more accessible, how does the role of a dedicated BI professional evolve from a report generator to a strategic advisor?

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

This course distinguishes itself by focusing on the strategic application of Business Intelligence rather than concentrating solely on the technical functionalities of specific software. While many courses teach you how to use a tool, we teach you how to think like a BI strategist. Our curriculum is built around the art of data storytelling and the transformation of complex data into clear, actionable business narratives that resonate with stakeholders and drive decisions. We emphasize the development of a critical mindset, enabling participants to ask the right questions of their data and to design BI solutions that solve real-world business problems. The methodology is heavily reliant on practical case studies and a capstone project that simulates the end-to-end process of a BI implementation, from data preparation to executive presentation. This ensures participants leave not just with theoretical knowledge, but with the practical experience and confidence to lead BI initiatives. The course bridges the gap between IT and business, equipping professionals with a holistic understanding of how to build and sustain a data-driven culture that delivers a measurable return on investment.