Empowering Public Sector Decision-Making with Data Analytics Training Course



16 - 20 Nov 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

This comprehensive training course provides a strategic framework for leveraging data analytics to drive more effective and evidence-based decision-making in the government and public sectors. In a world awash with data, the ability to collect, analyze, and translate complex information into actionable insights is no longer a luxury but a fundamental requirement for modern public administration. This course, offered by BIG BEN Training Center, is grounded in the principles of public policy and data science, drawing on the academic work of leading scholars like Donald F. Kettl, whose book "Little Bites of Big Data for Public Policy" explores the intersection of data and governance. We will examine how government agencies can move beyond traditional, anecdotal decision-making and adopt a data-driven culture. Participants will learn how to identify the right questions to ask, source and manage data effectively, and use analytical tools to forecast trends, measure program impact, and improve service delivery. By the end of this program, you will possess the tools to not only analyze data, but to tell a compelling story with it, building public trust and accountability.

Target Audience / This training course is suitable for:

- Government officials and civil servants.
- Policy analysts and program managers.
- Public sector executives and senior leaders.
- Data analysts and statisticians in government.
- Urban planners and public health professionals.
- Anyone involved in strategic planning in the public sector.

Target Sectors and Industries:

- Government and public administration agencies.
- Public health and social services.
- Urban and regional planning.
- Education and academic institutions.
- Public utilities and transportation.
- Law enforcement and public safety.

Target Organizations Departments:

- Policy and Planning.
- Data and Analytics.
- Performance Management.
- Finance and Budgeting.
- IT and Digital Services.
- Program Management Office.

Course Offerings:

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

- Formulate strategic questions that can be answered with data.
- Identify and access various public and administrative data sources.
- Apply different types of data analytics for policy evaluation.
- Visualize complex data in clear and compelling ways.
- Communicate data-driven insights to non-technical audiences.
- Integrate data analytics into the policy and budget cycles.
- Address ethical considerations and biases in data.
- Use data to monitor and report on program performance.
- Forecast future trends and potential policy impacts.
- Build a data-driven culture within their teams.

Course Methodology:

This training course at BIG BEN Training Center uses a highly interactive and practical approach to ensure participants can immediately apply their new skills. We move away from simple lectures and instead use a blend of engaging activities, including hands-on data analysis exercises, group case studies, and real-world scenarios. For example, participants will work in teams to analyze a public dataset and develop a policy recommendation based on their findings. Collaborative workshops will allow for peer-to-peer learning, where attendees can share challenges and best practices from their own organizations. The course also includes hands-on practice sessions for using data visualization tools and creating compelling data stories. We emphasize a continuous feedback loop, not just for employees but for the participants themselves. Throughout the program, our experienced instructors provide personalized guidance and constructive feedback, creating a supportive learning environment that prepares professionals to be data-savvy leaders in public service.

Course Agenda (Course Units):

Unit One: Foundations of Public Sector Data

- The evolution of data in government decision-making.
- Defining data analytics and its types.
- Identifying and sourcing public and administrative data.
- Understanding data quality and its limitations.
- The importance of a data-driven mindset.
- Case studies of data analytics in public policy.
- Legal and privacy considerations for government data.

Unit Two: Data-Driven Problem Solving

- Formulating a clear problem statement.
- Translating a policy question into a data question.
- Developing a data collection and analysis plan.
- Connecting data to performance metrics.
- Using data to diagnose and understand problems.
- Creating a framework for evidence-based decisions.
- Moving from descriptive to predictive analytics.

Unit Three: Data Analysis and Visualization

- Cleaning and preparing data for analysis.
- Basic statistical concepts for public sector professionals.
- Principles of effective data visualization.
- Choosing the right chart or graph for your message.
- Using dashboards to monitor key performance indicators.
- Telling a story with your data.
- Communicating uncertainty in data.

Unit Four: Policy and Program Evaluation

- Using data to evaluate program effectiveness.
- Establishing a baseline and measuring change over time.
- The role of data in budget and resource allocation.
- Conducting a cost-benefit analysis.
- Integrating data into the policy cycle.
- Predictive modeling for policy outcomes.
- Best practices for public sector reporting.

Unit Five: Ethics, Governance, and Future Trends

- Ethical considerations in data use.
- Addressing bias and fairness in algorithms.
- Building a data governance framework.
- The role of AI and machine learning in government.
- The future of data for public good.
- Leading a data-driven team.
- Creating a culture of data literacy.

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 what ways can the increasing reliance on data analytics in government decision-making inadvertently reinforce existing biases or create new forms of inequity among different citizen groups?

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

This training course stands out by providing a robust and practical framework for applying data analytics specifically to the public sector. Unlike programs that focus on corporate applications, our content is tailored to the unique challenges of government agencies, from navigating data privacy laws to translating insights for policymakers. The course empowers participants to move beyond a simple theoretical understanding and get hands-on experience with real-world public data sets. We emphasize the critical role of data storytelling, equipping professionals to communicate complex findings in a clear and compelling manner that builds trust and transparency with both internal stakeholders and the public. It is this combination of academic grounding and practical, public-sector-focused application that makes this program an essential resource for any government professional looking to drive meaningful change.