Data-Driven Decision Making & Business Intelligence Training Course

02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MA5497_191803

Course Introduction / Overview:

In today's competitive business landscape, the ability to harness data is no longer an advantage but a necessity for effective leadership. This course is meticulously designed to transform managers into data-literate leaders capable of driving strategy and performance through informed decisions. We move beyond theoretical concepts to provide a practical roadmap for embedding a data-driven culture within any organization. As highlighted by the renowned academic Thomas H. Davenport in his influential work "Competing on Analytics", organizations that systematically leverage data outperform their peers. This program, offered by BIG BEN Training Center, demystifies the world of business intelligence (BI) and analytics, making it accessible for managers from all functional backgrounds. Participants will learn to identify critical business questions, gather relevant data, apply appropriate analytical techniques, and communicate insights with clarity and impact. The curriculum focuses on the strategic application of BI, enabling you to build robust performance dashboards, interpret complex datasets, and ultimately steer your teams and departments toward measurable success and sustainable growth.

Target Audience / This training course is suitable for:

- Department Heads and Directors.
- Senior and Middle-Level Managers.
- Team Leaders and Supervisors.
- Business Analysts and Strategy Planners.
- Project Managers and Program Coordinators.
- Operations Managers.
- Marketing and Sales Managers.
- Entrepreneurs and Business Owners.
- Professionals aspiring to leadership roles.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Supply Chain.
- Telecommunications and Technology.
- Consulting and Professional Services.
- Energy and Utilities.
- Governmental agencies and public sector organizations.
- Hospitality and Tourism.

Target Organizations Departments:

- Operations and Production.
- Finance and Accounting.
- Marketing and Sales.
- Human Resources.
- Strategy and Business Development.
- Information Technology (IT).
- Customer Service and Support.
- Procurement and Supply Chain Management.
- Research and Development (R&D).

Course Offerings:

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

- Develop a strategic framework for implementing a data-driven culture.
- Translate raw data into actionable business intelligence and strategic insights.
- Identify and track key performance indicators (KPIs) relevant to organizational goals.
- Apply fundamental data analysis techniques to solve complex business problems.
- Master data visualization principles to create compelling and easy-to-understand reports.
- Utilize data storytelling to influence stakeholders and guide decision-making processes.
- Evaluate and select appropriate business intelligence tools for departmental needs.
- Implement data governance principles to ensure data quality and integrity.
- Lead teams with confidence by grounding strategic initiatives in empirical evidence.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and application-oriented, ensuring that participants can immediately apply their learning in the workplace. We believe that adult learning is most effective when it combines theoretical knowledge with practical experience. Therefore, the course heavily emphasizes hands-on exercises, real-world case study analysis, and collaborative group discussions. Participants will work in teams to tackle business challenges, design performance dashboards, and present data-driven recommendations. Our expert instructors act as facilitators, guiding discussions and providing personalized feedback to foster a deep understanding of the concepts. The program incorporates a blend of instructional techniques, including interactive presentations, problem-solving sessions, and peer-to-peer learning. This dynamic approach moves beyond traditional lectures, creating an immersive learning environment where managers can build practical skills, share experiences, and develop the confidence to lead with data.

Course Agenda (Course Units):

Unit One: Foundations of a Data-Driven Management Culture

- Introduction to data-driven decision making (DDDM).
- The evolution and importance of Business Intelligence (BI).
- Differentiating between data, information, and insight.
- Overcoming common barriers to adopting a data-centric approach.
- The role of the manager in fostering a data-literate team.
- Aligning data strategy with overall business objectives.
- Case studies of successful data-driven organizations.

Unit Two: Data Sources, Governance, and Quality Management

- Identifying and evaluating internal and external data sources.
- Fundamentals of data warehousing and data marts.
- Introduction to data governance frameworks and best practices.
- Ensuring data accuracy, completeness, and consistency.
- The manager's role in upholding data quality standards.
- Ethical considerations and data privacy in business analytics.
- Techniques for effective data collection and integration.

Unit Three: Core Analytical Techniques for Managers

- Descriptive analytics for understanding past performance.
- Diagnostic analytics to uncover the root causes of problems.
- Predictive analytics for forecasting future trends and outcomes.
- Prescriptive analytics for recommending optimal actions.
- Key statistical concepts for business decision-making.
- Developing and monitoring Key Performance Indicators (KPIs).
- Conducting effective competitive and market intelligence analysis.

Unit Four: Data Visualization and Storytelling for Impact

- Principles of effective data visualization and dashboard design.
- Choosing the right charts and graphs for your data.
- Creating interactive and user-friendly performance dashboards.
- The art of data storytelling to communicate insights persuasively.
- Structuring a narrative around data to influence stakeholders.
- Avoiding common pitfalls in data presentation.
- Practical workshop on building a compelling data-driven report.

Unit Five: Implementing BI and Leading with Data

- Developing a roadmap for BI implementation in your department.
- Evaluating and selecting appropriate BI tools and platforms.
- Leading change and managing resistance to new data initiatives.
- Building and managing a high-performing analytics team.
- Measuring the return on investment (ROI) of BI projects.
- The future of business intelligence and artificial intelligence.
- Final project presentation on a data-driven strategic 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:

How can a manager balance data-driven objectivity with the essential human elements of intuition and experience in strategic decision-making?

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

This course distinguishes itself by focusing squarely on the managerial application of data, rather than on the purely technical aspects of data science. While many programs concentrate on specific software or complex statistical modeling, our curriculum is crafted for leaders who need to interpret results, ask the right questions, and drive strategy. We emphasize the development of a "data mindset," enabling participants to critically evaluate information and foster a culture of inquiry within their teams. The program uniquely integrates the principles of data storytelling and persuasive communication, recognizing that the value of an insight is lost if it cannot be conveyed effectively to stakeholders. Furthermore, the course content is built around practical, real-world business scenarios and case studies, ensuring that the skills learned are immediately transferable to the participant's professional environment. It bridges the critical gap between raw data and strategic action, empowering managers not just to understand data, but to lead with it confidently and decisively.