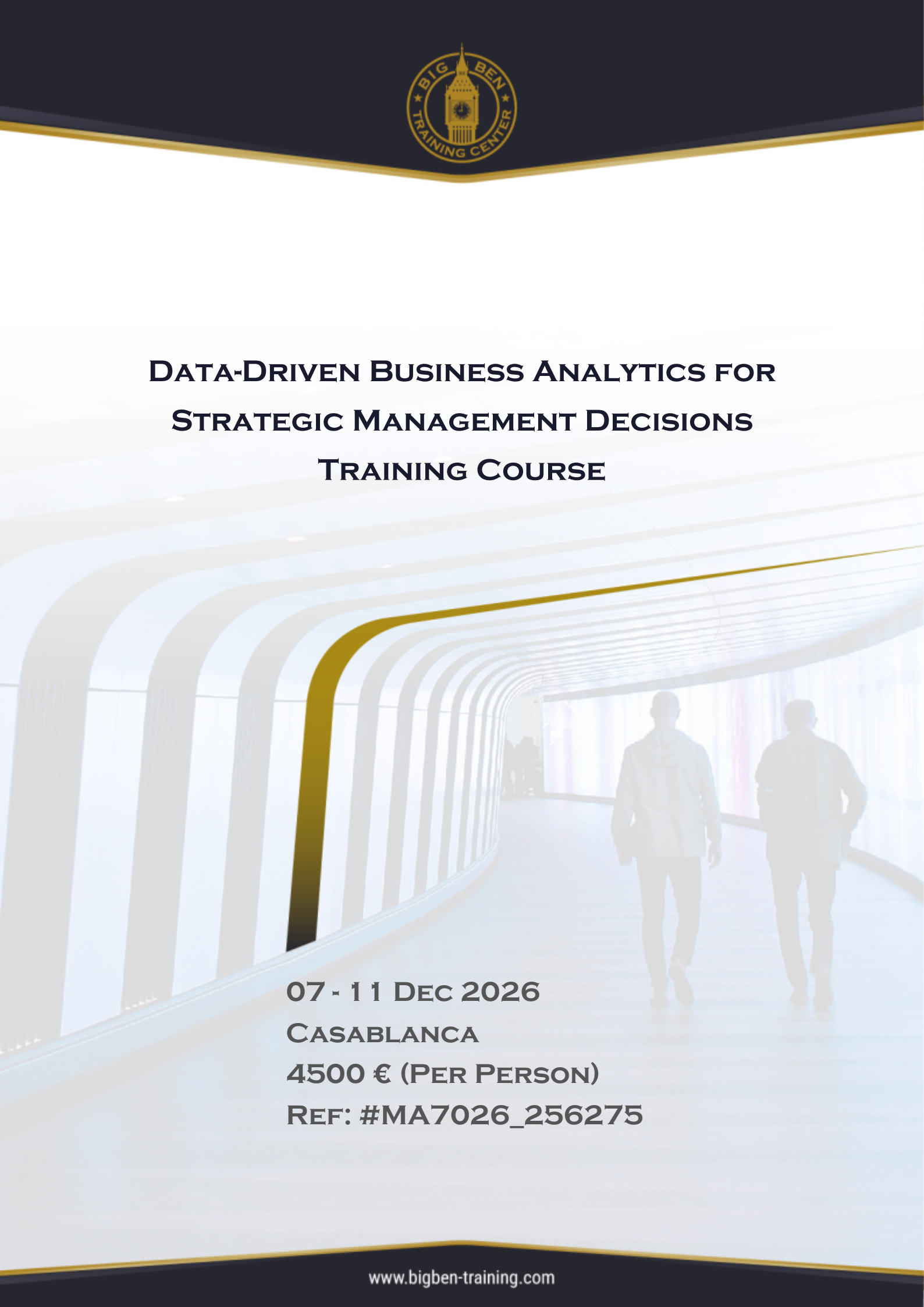
Data-Driven Business Analytics for Strategic Management Decisions Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA7026_256275

Course Introduction / Overview:

In today's rapidly evolving business landscape, the ability to harness data for strategic advantage is no longer an option but a necessity. This comprehensive training course, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the essential skills and knowledge to transform raw data into actionable insights, driving superior strategic management decisions. Participants will delve into the core principles of data-driven decision making, exploring how business analytics strategy can be effectively integrated into every facet of an organization. We will cover everything from foundational data literacy to advanced analytics techniques, including predictive analytics for business and prescriptive analytics solutions, ensuring a holistic understanding. The course emphasizes practical application, drawing inspiration from leading thinkers in the field such as Thomas H. Davenport, co-author of "Competing on Analytics: The New Science of Winning," which highlights the competitive edge gained through analytical prowess. This program will empower individuals to champion data governance best practices, foster an organizational data literacy culture, and leverage business intelligence tools to enhance performance measurement analytics and achieve significant value creation through analytics.

Target Audience / This training course is suitable for:

- Senior Managers and Directors.
- Business Unit Leaders.
- Strategic Planners.
- Data Analysts and Scientists transitioning to leadership roles.
- Marketing and Sales Managers.
- Operations and Supply Chain Managers.
- Financial Analysts and Controllers.
- HR Professionals involved in talent management analytics.
- IT Professionals supporting business intelligence initiatives.
- Consultants advising on data strategy and digital transformation analytics.
- Anyone seeking to enhance their analytical leadership skills and drive data-driven culture development.

Target Sectors and Industries:

- Financial Services and Banking, addressing risk management analytics and market trend analysis.
- Healthcare and Pharmaceuticals, focusing on operational efficiency analytics and patient outcomes.
- Retail and E-commerce, for customer behavior analytics and sales forecasting analytics.
- Manufacturing and Logistics, optimizing supply chain analytics and business process optimization.
- Technology and Telecommunications, leveraging big data for business strategy and innovation.
- Energy and Utilities, for predictive maintenance and resource allocation.
- Government Agencies and Public Sector Organizations, enhancing public service delivery and policy formulation with data.
- Consulting Services, for delivering data-driven solutions to diverse clients.
- Education, for strategic planning and student success analytics.
- Non-profit Organizations, for impact measurement and resource optimization.

Target Organizations Departments:

- Strategic Planning Department, for informed decision-making and strategic foresight with data.
- Marketing and Sales Department, for customer segmentation and marketing analytics strategies.
- Operations and Supply Chain Department, for process optimization and efficiency gains.
- Finance Department, for financial data analysis and ROI analytics.
- Human Resources Department, for HR analytics for talent management and workforce planning.
- Information Technology Department, for data governance and cloud analytics platforms.
- Product Development Department, for market analysis and innovation insights.
- Customer Service Department, for enhancing customer experience through data.
- Risk Management Department, for identifying and mitigating potential threats.
- Executive Leadership, for executive decision support systems and enterprise data strategy.

Course Offerings:

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

- Formulate and implement a robust data-driven decision-making framework within their organization.
- Utilize advanced analytics techniques, including predictive and prescriptive analytics solutions, to forecast trends and recommend optimal actions.
- Develop and interpret key performance indicators (KPIs) and metrics for effective performance measurement analytics.
- Apply data visualization techniques to communicate complex data insights clearly and persuasively.
- Master data quality management and data governance best practices to ensure reliable data for strategic planning.
- Leverage business intelligence tools and dashboards for real-time monitoring and actionable intelligence.
- Conduct comprehensive market trend analysis, customer behavior analytics, and competitive intelligence analytics.
- Drive operational efficiency analytics and business process optimization across various departments.
- Integrate analytical findings into strategic planning and organizational change management data initiatives.
- Foster an organizational data literacy culture and champion ethical data use in business.
- Evaluate the impact and value creation through analytics, demonstrating tangible business performance improvement.
- Lead digital transformation analytics efforts, positioning their organization for future growth.

Course Methodology:

The BIG BEN Training Center employs a dynamic and interactive training methodology designed to maximize learning and practical application of data-driven business analytics. This course moves beyond theoretical concepts, immersing participants in real-world scenarios through extensive case studies that illustrate successful strategic management analytics implementations. Group discussions and collaborative teamwork exercises will encourage participants to share insights, debate analytical problem-solving approaches, and collectively develop innovative solutions to complex business challenges. Interactive sessions, including hands-on workshops with business intelligence tools and data visualization techniques, will provide practical experience in data collection, preparation, and analysis. Participants will engage in simulations that mimic strategic planning with data, allowing them to apply predictive analytics for business and prescriptive analytics solutions in a controlled environment. Continuous feedback mechanisms, including peer reviews and expert instructor guidance, will ensure that participants refine their analytical leadership skills and deepen their understanding of enterprise data strategy. This approach fosters a deep understanding of how to translate data into impactful data insights and drive value creation through analytics, preparing participants to lead data-driven culture development within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Data-Driven Decision Making

- Understanding the data-driven paradigm and its strategic imperative.
- The role of business analytics in strategic planning and competitive advantage.
- Key concepts of data literacy and fostering an organizational data culture.
- Introduction to various data types and sources relevant for business strategy.
- Ethical considerations and data governance best practices in analytics.
- Defining business problems amenable to data solutions and analytical problem solving.
- Setting clear analytical objectives and expected outcomes for data initiatives.

Unit Two: Data Collection, Preparation, and Management

- Strategies for effective data collection and acquisition from diverse sources.
- Data quality management and validation techniques to ensure data integrity.
- Data cleaning, transformation, and standardization processes for analysis.
- Introduction to data warehousing, data lakes, and cloud analytics platforms.
- Ensuring data security and privacy in compliance with regulatory requirements.
- Overview of data integration methods for a unified view of information.
- Preparing data for advanced analytics techniques and machine learning for business.

Unit Three: Business Analytics Techniques and Tools

- Descriptive analytics: understanding past performance and historical trends.
- Diagnostic analytics: uncovering root causes and explaining past events.
- Predictive analytics: forecasting future trends, outcomes, and sales forecasting analytics.
- Prescriptive analytics: recommending optimal actions and decision support.
- Introduction to common business intelligence tools and platforms.
- Data visualization techniques for impactful data insights and data storytelling for leaders.
- Developing key performance indicators (KPIs) and metrics for performance measurement analytics.

Unit Four: Applying Analytics for Strategic Management

- Leveraging analytics for market trend analysis and competitive intelligence analytics.
- Customer behavior analytics, segmentation strategies, and customer lifetime value.
- Operational efficiency analytics and business process optimization across functions.
- Financial data analysis, budgeting, forecasting, and ROI analytics.
- HR analytics for talent management, workforce planning, and employee engagement.
- Supply chain analytics for optimization, risk management, and logistics efficiency.
- Integrating analytical insights into strategic planning and executive decision support systems.

Unit Five: Implementing and Sustaining a Data-Driven Culture

- Developing an enterprise data strategy and roadmap for digital transformation analytics.
- Building analytical leadership skills and fostering a data-driven culture development.
- Data storytelling for effective communication of insights to diverse stakeholders.
- Overcoming common challenges in data-driven transformation and implementation.
- Measuring the impact and value creation through analytics initiatives.
- Fostering a culture of continuous learning, experimentation, and data exploration.
- Future trends in business analytics, artificial intelligence in analytics, and decision science applications.

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 organizations effectively balance the pursuit of innovative data-driven strategies with the imperative of maintaining robust data governance and ethical data use in an era of rapidly evolving technological capabilities?

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

This Data-Driven Business Analytics for Strategic Management Decisions Training Course distinguishes itself through its holistic and intensely practical approach, moving beyond mere theoretical concepts to focus on actionable intelligence and real-world application. Unlike many programs that concentrate solely on tools, this course emphasizes the strategic imperative of data-driven decision making, equipping participants with the mindset and analytical leadership skills necessary to drive organizational change. We integrate comprehensive case studies and interactive simulations that reflect current industry challenges, allowing participants to immediately apply predictive analytics for business and prescriptive analytics solutions to complex scenarios. The curriculum is meticulously designed to foster an organizational data literacy culture, ensuring that participants not only understand data but can also effectively communicate insights through data storytelling for leaders. Furthermore, the course delves into critical aspects like data governance best practices and ethical data use in business, which are often overlooked but crucial for sustainable success. BIG BEN Training Center ensures that participants leave with a clear enterprise data strategy, ready to champion digital transformation analytics and achieve measurable business performance improvement, making them invaluable assets in any organization seeking to leverage data for competitive advantage and value creation through analytics.