

BUSINESS INTELLIGENCE: DATA EVALUATION AND REPORTING TECHNIQUES



OUR ACCREDITATION & PARTNERS



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OVERALL DESCRIPTION:

In a business landscape defined by constant change and an overwhelming volume of information, success is no longer about having data—it's about the ability to extract meaningful intelligence from it. This course is a direct response to that challenge, designed for business leaders who understand that data is a strategic asset. We'll bypass academic abstractions and focus on a practical, hands-on methodology for transforming raw data into a clear narrative that informs and empowers every decision you make. You will learn to evaluate data with a critical eye, design reports that drive action, and master visualizations that cut through the noise. This isn't just a training program; it's an investment in your organization's ability to compete and thrive in a data-driven world.

Course Objectives:

Upon completion of this course, participants will have the knowledge and skills to:

- Design a practical business intelligence strategy that aligns with key organizational goals.
- Evaluate raw data to identify its quality, relevance, and potential for generating strategic insights.
- Apply a range of analysis and reporting techniques to transform complex data sets into clear, executive-level reports.
- Construct interactive dashboards and compelling data visualizations that effectively communicate a business narrative.
- Leverage reporting to facilitate data-driven decision-making and foster a culture of insight within their teams.

Course Outline:

Foundations of Business Intelligence

- Understanding the BI Lifecycle: From Data to Insight
- Defining Key Performance Indicators (KPIs) and Strategic Metrics
- Case Study: The Impact of BI on Business Growth



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Course Outline:

Data Sourcing and Evaluation

- Identifying Reliable Data Sources and Data Extraction Techniques
- Data Cleansing and Preparation for Analysis
- Best Practices for Data Integrity and Quality Control

Reporting and Visualization Mastery

- Structuring Reports for Maximum Impact and Clarity
- Principles of Effective Data Visualization
- Hands-On Lab: Building a Dynamic Dashboard

Translating Data into Business Action

- Presenting and Communicating Findings to Stakeholders
- Utilizing BI for Performance Management and Forecasting
- Developing a Data-Driven Decision-Making Framework

BI Tools and Future Trends

- An Overview of Leading BI Platforms
- Exploring Automation and AI in Data Reporting
- Building a Roadmap for Continuous BI Improvement

WHO SHOULD ATTEND?

This course is ideal for professionals across all industries and levels who are responsible for making data-informed decisions. This includes but is not limited to:

- Business Managers and Department Heads
- Business and Data Analysts
- Project and Program Managers
- Strategic Planners
- Anyone aspiring to lead or implement BI initiatives within their organization.

Course Methodology:

We utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This training course will be conducted as a highly interactive workshop session. A variety of training methodologies will be used Before and during the course whenever applicable. Some of these methods are gamification, online pre-post test, role plays, self-assessment instruments, group exercises & case studies.

