



Consulting and Training | Reach New Heights

Course Name

Data-Based Decisions Making

Sector Name

Management And Leadership

Document Type

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Data-Based Decisions Making

Course Introduction

Today, data literacy is an essential business skill. Managers and leaders need to understand the characteristics and applications of data sets in order to communicate effectively with their teams and make important decisions for their organization.

This training course is designed to provide leaders, senior managers, and professionals with the tools that will enable them to make data-driven decisions and develop strategies for using data in organizational planning. This course will enable them to improve their data literacy and get the essential insights, tools, and vocabulary they need to thrive in today's data-focused business environment.

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Data-Based Decisions Making

Target Audience

- ✓ Business Leaders and Executives
- ✓ Management Professionals
- ✓ Team leaders
- ✓ Supervisors

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Learning Objectives

- ✓ Gain a comprehensive understanding of the concept of data-driven decision making and the Analytics Process Model.
- ✓ Identify a process to effectively use data to make decisions
- ✓ Define a well-defined problem that leads to the analysis plan
- ✓ Integrate the problem, analysis plan, data collected, and analysis results to make a well-informed decision
- ✓ Evaluate alternatives based on the analysis
- ✓ Prepare to communicate the decision to stakeholders
- ✓ Apply data to improve their organization's effectiveness, launch new products and services, or both
- ✓ Present concepts for data-driven projects to senior management, clients, or business partners

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Data-Based Decisions Making

Course Outline

✓ 01 Day One

Overview of Data-Driven Decision Making

- ✓ What Is Data-Driven Decision Making?
- ✓ The Decision-Making Process
- ✓ Data-Driven Decision Making and the APM

How Data Helps in Decision Making

- ✓ The different types of data are most important to managers and leaders
- ✓ Key data-related concept
- ✓ Data quality
- ✓ Interoperability
- ✓ Data security
- ✓ Using data to improve organizational operations through better planning, marketing, production, and more
- ✓ How companies use data to build new products and services in various sectors
- ✓ Relevant, high-value sources for government, business, and NGO datasets
- ✓ Customer segments and personas to identify opportunities for data-driven decision making
- ✓ Value proposition canvas for using data to achieve organizational goals

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Course Outline

✓ 02 Day Two

Analytic and data publishing tools

- ✓ Machine Learning and Data Analytics
- ✓ Data-Centric Approach to Business
- ✓ Predictive Modeling for Decision Making
- ✓ Causal Modeling and Measuring Impact
- ✓ Artificial Intelligence and Deployment of Solutions in Business
- ✓ Decision Modeling and Computation
- ✓ Dynamic Decision Making under Uncertainty
- ✓ Algorithmic Decision Making
- ✓ Risk Analysis and Mitigation
- ✓ Contract Design and Negotiation Analysis

Defining the Problem

- ✓ Define the Problem
- ✓ Identifying Stakeholders
- ✓ Developing the Questions
- ✓ Identifying Risk and Uncertainty



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Course Outline

✓ **03 Day Three**

Analyzing and Understanding the Data

- ✓ Conduct Analysis
- ✓ Creating an Analysis Plan
- ✓ Gathering Data
- ✓ Analyze Data

Evaluating the Alternatives

- ✓ Evaluate
- ✓ Identify Alternatives
- ✓ Cognitive Bias
- ✓ Evaluate Alternatives

Communicating the Decision

- ✓ Planning the Communication
- ✓ Defining the Communication Goal
- ✓ Communicating the Decision
- ✓ Revisiting the General Decision Support Model

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 30, 2027	Sept. 1, 2027	3 days	3250.00 \$	UAE , Abu Dhabi
Nov. 2, 2026	Nov. 4, 2026	3 days	3250.00 \$	UAE , Dubai
May 2, 2027	May 4, 2027	3 days	3250.00 \$	Egypt , Cairo
Jan. 11, 2027	Jan. 13, 2027	3 days	4950.00 \$	Switzerland , Zurich

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