

Course Name

Sales Data Analysis and Insight-Driven Decision Making

Sector Name

Sales, Marketing and Customer Service

Document Type

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Sales Data Analysis and Insight-Driven Decision Making

Course Introduction

This training program equips professionals with the skills to extract, interpret, and transform raw sales data into actionable insights. By mastering data analysis techniques, participants will be able to recognize patterns, forecast trends, and contribute meaningfully to data-driven sales planning.

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Target Audience

- ✓ Sales analysts and business analysts
- ✓ Sales operations and strategy professionals
- ✓ Marketing and commercial planning teams
- ✓ Data-driven managers and decision-makers

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Sales Data Analysis and Insight-Driven Decision Making

Learning Objectives

- ✓ Develop core competencies in extracting and analyzing sales-related data
- ✓ Learn how to structure and clean data for effective analysis
- ✓ Identify sales trends, patterns, and customer behavior through statistical tools
- ✓ Translate data insights into clear, actionable recommendations
- ✓ Leverage visualization tools for impactful reporting
- ✓ Support strategic decision-making with evidence-based analysis

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Course Outline

✓ DAY 01

Fundamentals of Sales Data Analysis

- ✓ Introduction to data-driven decision making in sales
- ✓ Types of sales data: transactional, customer, channel, product
- ✓ Key metrics and KPIs in sales performance analysis
- ✓ Data sources: CRM systems, POS systems, ERPs, spreadsheets
- ✓ Principles of data quality, completeness, and accuracy
- ✓ Structuring datasets for effective analysis
- ✓ Understanding dimensions and measures in sales data
- ✓ Introduction to Excel and spreadsheet tools for sales analytics
- ✓ Common challenges in interpreting raw data

Data Cleaning, Preparation, and Transformation

- ✓ The importance of data preparation before analysis
- ✓ Removing duplicates, handling missing values, and normalization
- ✓ Data types: categorical, numerical, date/time formats
- ✓ Creating calculated fields, ratios, and derived metrics
- ✓ Grouping and segmenting sales data for better clarity
- ✓ Filtering, sorting, and joining multiple datasets
- ✓ Creating dynamic tables using pivot tables
- ✓ Introduction to Power Query and data import techniques
- ✓ Preparing data for visualization and dashboards

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Course Outline

✓ Day 02

Identifying Patterns and Sales Trends

- ✓ Introduction to pattern recognition in data
- ✓ Techniques for identifying seasonal trends and cycles
- ✓ Detecting spikes, drops, and anomalies in sales performance
- ✓ Segmenting customers based on buying behavior
- ✓ Cohort analysis and customer retention patterns
- ✓ Product-level analysis: fast vs slow movers, profitability
- ✓ Time-series analysis basics for sales forecasting
- ✓ RFM analysis (Recency, Frequency, Monetary value)
- ✓ Understanding lead vs lag indicators
- ✓ Visualization of trends using line charts and heat maps

Forecasting and Predictive Analytics

- ✓ Introduction to sales forecasting techniques
- ✓ Moving average, exponential smoothing, regression
- ✓ Using historical data to project future performance
- ✓ Scenario modeling and what-if analysis
- ✓ Predictive KPIs: churn risk, product demand, cross-sell opportunities
- ✓ Basics of machine learning in sales analysis

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Course Outline

✓ Day 03

Extracting Insights and Supporting Decisions

- ✓ What makes an insight "actionable"?
- ✓ Turning descriptive statistics into business implications
- ✓ Root cause analysis of sales dips or growth spikes
- ✓ Creating a hypothesis and testing assumptions using data
- ✓ Prioritizing insights using impact vs feasibility
- ✓ Using data to influence pricing, discounting, and targeting strategies
- ✓ Communicating insights to sales and leadership teams
- ✓ Aligning insights with broader business goals
- ✓ Common pitfalls in insight generation and interpretation

Sales Reporting and Visualization

- ✓ Best practices in sales data storytelling
- ✓ Designing intuitive dashboards for sales teams and executives
- ✓ Choosing the right chart types for different data narratives
- ✓ Interactive visualizations using Excel, Power BI, or Tableau
- ✓ Building dashboards with filters, slicers, and KPIs
- ✓ Automating data updates and live reporting
- ✓ Visual cues: color, layout, and callouts for clarity
- ✓ Embedding sales insights into daily decision processes

✓ Dashboard performance optimization techniques

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 17, 2027	Jan. 19, 2027	3 days	3250.00 \$	KSA , Riyadh
Oct. 19, 2026	Oct. 21, 2026	3 days	1550.00 \$	Virtual , Online
June 14, 2027	June 16, 2027	3 days	3250.00 \$	UAE , Dubai
Aug. 16, 2027	Aug. 18, 2027	3 days	3950.00 \$	Italy , Milan

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