



Consulting and Training | Reach New Heights

Course Name

Business Intelligence - Entry Level

Sector Name

Audit, Risk and Governance

Document Type

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Business Intelligence - Entry Level

Course Introduction

Business Intelligence (BI) is about turning data into meaningful information that supports better decisions. In today's organizations, data is widely available, but value is created only when data is understood, interpreted, and used effectively.

Developed by **Boost**, this entry-level course is designed to introduce participants to Business Intelligence as a decision-support concept, not as a technical or IT function. The program focuses on understanding data sources, interpreting basic reports, recognizing patterns, and using insights to support operational and managerial decisions—without introducing complex analytics or advanced tools.

Boost's Business Intelligence - Entry Level course builds foundational BI awareness that enables participants to interact confidently with reports, dashboards, and data-driven discussions.

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Target Audience

- ✓ Entry-level professionals
- ✓ Administrative and operational staff
- ✓ Supervisors and coordinators
- ✓ Non-technical managers
- ✓ Employees working with reports or data outputs

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Learning Objectives

- ✓ Understand the concept and purpose of Business Intelligence
- ✓ Recognize how data supports decision-making
- ✓ Interpret basic reports and dashboards
- ✓ Identify useful insights from available information
- ✓ Ask the right business questions using data
- ✓ Support data-informed decisions in daily work

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Course Outline

✓ DAY 01

Introduction to Business Intelligence

Module 1: What is Business Intelligence?

- ✓ Meaning and purpose of BI
- ✓ BI vs. data, reports, and analytics
- ✓ Why BI matters for organizations

Module 2: Data in the Organizational Context

- ✓ Types of organizational data
- ✓ Internal vs. external data sources
- ✓ Data ownership and responsibility

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Course Outline

✓ Day 02

From Data to Information

Module 3: Understanding Data Quality

- ✓ Accuracy, completeness, and relevance
- ✓ Common data quality issues
- ✓ Impact of poor data on decisions

Module 4: Turning Data into Information

- ✓ Data organization and structure
- ✓ Basic aggregation and summaries
- ✓ Recognizing meaningful information

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Course Outline

✓ Day 04

Reports, Dashboards, and Insights

Module 5: Understanding Reports and Dashboards

- ✓ Purpose of reports and dashboards
- ✓ Reading charts, tables, and indicators
- ✓ Avoiding misinterpretation

Module 6: Identifying Patterns and Trends

- ✓ Recognizing trends and exceptions
- ✓ Comparing results over time
- ✓ Understanding simple performance signals

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Course Outline

✓ Day 05

Building BI Awareness and Practice

Module 9: BI in Daily Work

- ✓ Applying BI concepts to job roles
- ✓ Working with BI teams and reports
- ✓ Improving data usage habits

Module 10: Developing a Data-Aware Culture

- ✓ Encouraging data-driven thinking
- ✓ Ethical and responsible data use
- ✓ Preparing for advanced BI learning

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Feb. 1, 2027	Feb. 5, 2027	5 days	4250.00 \$	UAE , Dubai
May 24, 2027	May 28, 2027	5 days	4950.00 \$	England , London
Oct. 11, 2027	Oct. 15, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 2, 2027	Aug. 6, 2027	5 days	2150.00 \$	Virtual , Online

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