



Consulting and Training | Reach New Heights

Course Name

Effective Business Decisions Using Data Analysis

Sector Name

Digital Transformation and Innovation

Document Type

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Effective Business Decisions Using Data Analysis

Course Introduction

Organizations today operate in data-rich environments where decisions are expected to be faster, more accurate, and defensible. However, having access to data does not automatically translate into better decisions. The real value lies in the ability to analyze data meaningfully, interpret insights correctly, and translate findings into effective business actions.

The Effective Business Decisions Using Data Analysis course is designed for professionals who are involved in decision-making and already have basic exposure to data or reports but seek to strengthen their analytical and decision-oriented capabilities. Within **BOOST**, this program focuses on bridging the gap between data analysis and practical business decision-making.

The course emphasizes how data supports strategic, operational, and tactical decisions across functions. Participants learn how to frame business questions, select appropriate analytical approaches, interpret results, and avoid common decision-making biases. The program also highlights how to communicate data insights clearly to support confident and aligned decisions.

By combining analytical thinking with business judgment, this course equips participants with the skills needed to make informed, evidence-based decisions that improve performance, reduce risk, and support organizational objectives.

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Effective Business Decisions Using Data Analysis

Target Audience

- ✓ Managers and supervisors
- ✓ Business and operations analysts
- ✓ Finance, planning, and strategy professionals
- ✓ Marketing, sales, and customer insights staff
- ✓ Project and performance management professionals
- ✓ Public and private sector professionals using data in decision-making

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Effective Business Decisions Using Data Analysis

Learning Objectives

- ✓ Understand the role of data analysis in business decision-making
- ✓ Translate business questions into analytical requirements
- ✓ Interpret data and analytical results effectively
- ✓ Apply basic and intermediate analytical techniques to business scenarios
- ✓ Identify trends, patterns, and insights that support decisions
- ✓ Recognize and mitigate bias in data-driven decisions
- ✓ Communicate data insights clearly to stakeholders
- ✓ Improve the quality and consistency of business decisions

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Effective Business Decisions Using Data Analysis

Course Outline

✓ DAY 01

Data-Driven Decision-Making Fundamentals

- ✓ Role of data in modern organizations
- ✓ Types of business decisions and data needs
- ✓ Data versus intuition in decision-making
- ✓ Understanding business problems and questions
- ✓ Data literacy and analytical thinking
- ✓ Common challenges in using data for decisions

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Effective Business Decisions Using Data Analysis

Course Outline

✓ Day 02

Understanding and Preparing Data for Analysis

- ✓ Types of business data and data sources
- ✓ Data quality, accuracy, and reliability
- ✓ Structuring data for analysis
- ✓ Understanding metrics, KPIs, and benchmarks
- ✓ Basic data preparation and validation concepts
- ✓ Interpreting reports and dashboards

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Effective Business Decisions Using Data Analysis

Course Outline

✓ Day 03

Analytical Techniques for Business Decisions

- ✓ Descriptive and diagnostic analysis
- ✓ Trend, variance, and comparative analysis
- ✓ Using ratios and indicators in decision-making
- ✓ Identifying patterns and anomalies
- ✓ Scenario and sensitivity analysis concepts
- ✓ Applying analytics to operational and strategic cases

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Course Outline

✓ Day 04

Interpreting Results and Making Sound Decisions

- ✓ Turning analysis into insights
- ✓ Evaluating alternatives using data
- ✓ Risk, uncertainty, and trade-off analysis
- ✓ Avoiding common analytical and cognitive biases
- ✓ Making decisions under time and data constraints
- ✓ Ethical considerations in data-driven decisions

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Course Outline

✓ Day 05

Communicating Insights and Embedding Analytics

- ✓ Presenting data insights clearly and effectively
- ✓ Storytelling with data for decision support
- ✓ Influencing stakeholders using evidence
- ✓ Integrating analytics into business processes
- ✓ Continuous improvement in decision quality

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 23, 2027	Aug. 27, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai

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