

Consulting and Training | Reach New Heights

Course Name

Machine Learning for Business Decision-Making

Sector Name

Digital Transformation and Innovation

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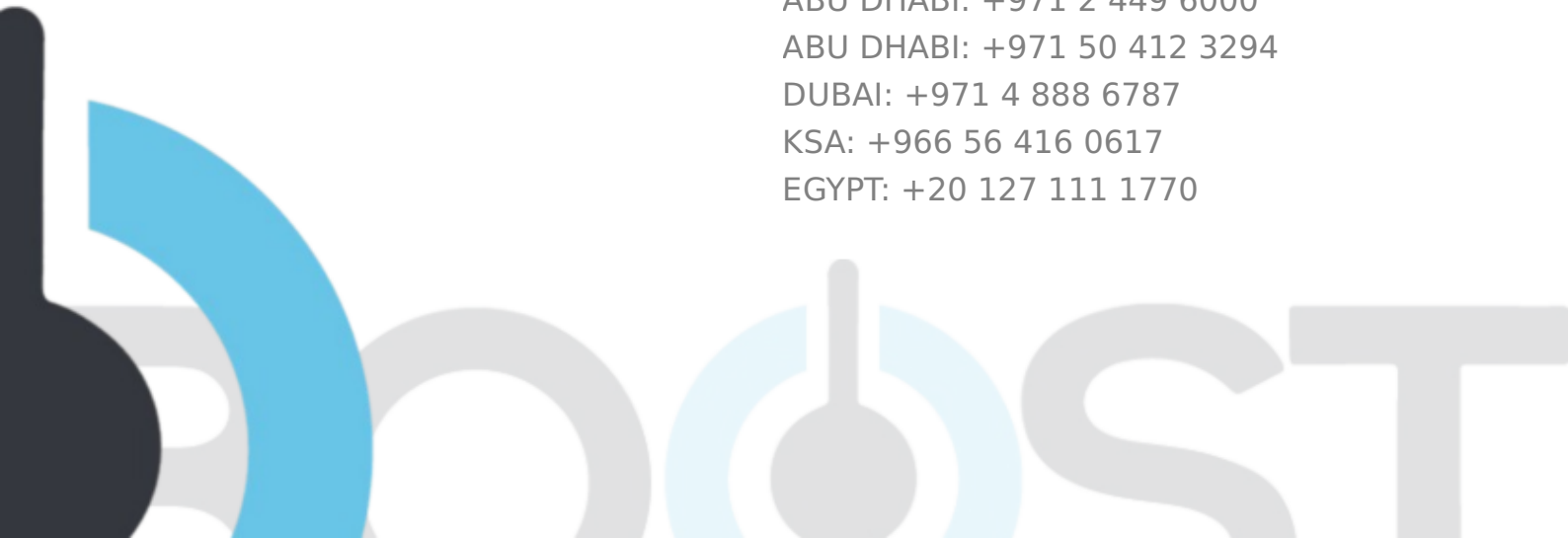
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Machine Learning for Business Decision-Making

Course Introduction

Machine learning enables organizations to move beyond descriptive insights and derive predictive, prescriptive, and actionable outcomes. This program focuses on applying machine learning models to business problems, emphasizing model selection, optimization, and real-world deployment considerations.

Participants will gain expertise in supervised and unsupervised learning, feature engineering, model evaluation, and visualization of complex datasets. The course bridges the gap between analytics and strategic decision-making, preparing participants to deliver actionable insights at scale.

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Machine Learning for Business Decision-Making

Target Audience

- ✓ Business Managers and Decision-Makers seeking to leverage machine learning for strategic and operational decisions.
- ✓ Business Analysts and Data Analysts responsible for extracting insights from data.
- ✓ Business Intelligence (BI) Professionals involved in reporting and predictive analytics.
- ✓ Data Scientists and Aspiring Machine Learning Practitioners looking to apply ML techniques to business problems.

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Learning Objectives

- ✓ Apply machine learning models for predictive and prescriptive analytics.
- ✓ Optimize model performance and validate results rigorously.
- ✓ Use feature engineering to improve model accuracy.
- ✓ Interpret machine learning outputs for strategic decision-making.
- ✓ Deploy models and integrate predictive insights into business workflows.

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Machine Learning for Business Decision-Making

Course Outline

✓ DAY 01

Supervised Learning for Business

- ✓ Linear and logistic regression review
- ✓ Decision trees and ensemble methods (Random Forest, XGBoost)
- ✓ Model training, validation, and hyperparameter tuning
- ✓ Metrics for evaluating predictive models
- ✓ Understanding business problem framing for ML applications

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Course Outline

✓ DAY 02

Advanced Supervised Learning

- ✓ Gradient boosting and AdaBoost
- ✓ Support Vector Machines (SVM)
- ✓ Handling imbalanced datasets
- ✓ Feature engineering and selection best practices
- ✓ Model selection strategies for different business contexts

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Course Outline

✓ DAY 03

Unsupervised Learning and Clustering

- ✓ Clustering techniques: K-Means, Hierarchical, DBSCAN
- ✓ Principal Component Analysis (PCA) for dimensionality reduction
- ✓ Segmenting customers, products, or operational units
- ✓ Evaluating clustering performance and visualizing clusters
- ✓ Identifying actionable patterns from unsupervised learning

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Course Outline

✓ DAY 04

Model Interpretation and Explainable AI

- ✓ Understanding feature importance and SHAP values
- ✓ Visualizing model predictions and uncertainty
- ✓ Translating model outputs into actionable decisions
- ✓ Bias, fairness, and ethical considerations in ML
- ✓ Communicating insights to non-technical stakeholders

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Course Outline

✓ DAY 05

Advanced Applications and Decision Support

- ✓ Combining predictive models for ensemble learning
- ✓ Scenario planning and decision simulation
- ✓ Integrating machine learning outputs with business intelligence tools
- ✓ Predictive maintenance, churn analysis, and demand forecasting case studies
- ✓ Strategic application of ML for enterprise decision-making

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 2, 2027	May 6, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 25, 2026	Oct. 29, 2026	5 days	2150.00 \$	Virtual , Online
July 12, 2027	July 16, 2027	5 days	4950.00 \$	Greece , Athens
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai

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