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**Course Name**

# Setting Goals & KPIs for Data-Driven Process Optimization

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Setting Goals & KPIs for Data-Driven Process Optimization

### Course Introduction

Setting clear goals and Key Performance Indicators (KPIs) is essential for effective process management and optimization.

This course equips participants with the skills to define measurable objectives, extract and analyze relevant data using SQL, map processes, and visualize performance using platforms like Power BI. Participants will learn how to identify bottlenecks, recommend workflow improvements or automation, and track progress against strategic goals.

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## Setting Goals & KPIs for Data-Driven Process Optimization

### Target Audience

- ✓ Operations Managers and Supervisors
- ✓ Business Analysts and Data Analysts
- ✓ Process Improvement and Continuous Improvement Specialists
- ✓ Performance Management and Strategy Professionals
- ✓ Project Managers

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## Setting Goals & KPIs for Data-Driven Process Optimization

### Learning Objectives

- ✓ Define meaningful goals and KPIs aligned with business objectives.
- ✓ Extract, clean, and analyze data using SQL to support KPI measurement.
- ✓ Map processes and link KPIs to specific workflow steps.
- ✓ Visualize performance metrics effectively using Power BI.
- ✓ Identify bottlenecks and areas for workflow optimization or automation.
- ✓ Monitor, report, and adjust KPIs to support continuous process improvement.

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## Setting Goals & KPIs for Data-Driven Process Optimization

### Course Outline

#### ✓ DAY 01

##### **Foundations of Goals and KPIs**

- ✓ Importance of setting goals and KPIs in business processes
- ✓ Characteristics of effective goals and KPIs (SMART, actionable, measurable)
- ✓ Linking organizational objectives to process-level metrics
- ✓ Understanding performance measurement frameworks
- ✓ Aligning goals with stakeholders' expectations

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### Course Outline

#### ✓ Day 02

##### **Process Mapping and KPI Alignment**

- ✓ Mapping key processes and identifying critical workflow steps
- ✓ Linking KPIs to process performance and outcomes
- ✓ Identifying leading and lagging indicators
- ✓ Using process mapping to highlight areas for KPI measurement
- ✓ Preparing process data for analysis

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### Course Outline

#### ✓ Day 03

##### **Data Extraction and Analysis with SQL**

- ✓ Using SQL to extract relevant KPI and process data
- ✓ Cleaning and transforming data for accurate measurement
- ✓ Aggregating data to calculate key performance indicators
- ✓ Identifying trends, patterns, and deviations in KPI data
- ✓ Ensuring data integrity for reporting and decision-making

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### Course Outline

#### ✓ Day 04

##### **Visualization of Goals and KPIs with Power BI**

- ✓ Principles of effective KPI visualization
- ✓ Designing dashboards to track progress against goals
- ✓ Using interactive charts, tables, and graphs to communicate insights
- ✓ Highlighting bottlenecks and process inefficiencies through visualization
- ✓ Tailoring reports for diverse stakeholders and decision-makers

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### Course Outline

#### ✓ Day 05

##### **Monitoring, Optimization, and Actionable Insights**

- ✓ Using KPIs to identify process bottlenecks and inefficiencies
- ✓ Recommending workflow improvements or automation opportunities
- ✓ Monitoring performance and adjusting KPIs as needed
- ✓ Reporting outcomes to stakeholders for informed decision-making

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## Setting Goals & KPIs for Data-Driven Process Optimization

### Confirmed Sessions

| FROM          | TO            | DURATION | FEES       | LOCATION         |
|---------------|---------------|----------|------------|------------------|
| May 23, 2027  | May 27, 2027  | 5 days   | 4250.00 \$ | KSA , Riyadh     |
| Oct. 25, 2026 | Oct. 29, 2026 | 5 days   | 2150.00 \$ | Virtual , Online |

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