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Course Name

Data Analytics and Artificial Intelligence for Beginners

Sector Name

Digital Transformation and Innovation

Document Type

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Data Analytics and Artificial Intelligence for Beginners

Course Introduction

In today's fast-evolving digital landscape, data has become one of the most valuable assets for organizations across all industries. The ability to analyze data effectively and leverage Artificial Intelligence (AI) is no longer limited to technical experts—it is now a critical skill for professionals at all levels who seek to make informed decisions, improve efficiency, and drive innovation.

This course, developed by **Boost Consulting and Training**, is designed to provide beginners with a solid foundation in data analytics and artificial intelligence. It introduces participants to the essential concepts, tools, and techniques used to transform raw data into meaningful insights, while also exploring how AI technologies can enhance business processes and decision-making.

Through a practical and structured approach, participants will learn how to work with data, understand patterns, and apply basic AI concepts in real-world scenarios. The course bridges the gap between theory and application, empowering participants to confidently engage with data-driven environments and contribute to smarter, technology-enabled workplaces.



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Data Analytics and Artificial Intelligence for Beginners

Target Audience

- ✓ Beginners with little or no background in data analytics or AI
- ✓ Administrative and business professionals seeking to enhance digital skills
- ✓ Entry-level employees working in data-driven environments
- ✓ Professionals interested in transitioning into data or AI-related roles
- ✓ Anyone looking to understand how data and AI impact modern workplaces

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Learning Objectives

- ✓ Understand the fundamentals of data analytics and their role in modern organizations
- ✓ Identify different types of data and apply basic data handling techniques
- ✓ Use simple tools and methods to analyze and visualize data
- ✓ Explain core concepts of artificial intelligence and its practical applications
- ✓ Recognize opportunities to apply AI in everyday work scenarios
- ✓ Interpret data insights to support better decision-making

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Course Outline

✓ DAY 01

Foundations of Data Analytics

- ✓ Introduction to data analytics and its importance in business
- ✓ Types of data: structured vs. unstructured data
- ✓ Data lifecycle: collection, cleaning, processing, and analysis
- ✓ Basic data handling and organization techniques
- ✓ Introduction to data analysis tools (Excel or similar tools)

Practical exercise: organizing and exploring sample datasets

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Course Outline

✓ Day 02

Data Analysis and Visualization

- ✓ Basic data analysis techniques and simple calculations
- ✓ Identifying patterns, trends, and relationships in data
- ✓ Introduction to data visualization principles
- ✓ Creating charts and dashboards for clear communication
- ✓ Interpreting results and extracting meaningful insights
- ✓ Practical exercise: building simple reports and visual dashboards

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Course Outline

✓ Day 03

Introduction to Artificial Intelligence

- ✓ What is Artificial Intelligence and how it works
- ✓ The difference between AI, Machine Learning and Data Analytics
- ✓ Common AI applications in business and daily work
- ✓ Introduction to basic AI tools (no coding required)
- ✓ Ethical considerations and limitations of AI
- ✓ Practical exercise: applying simple AI tools for basic tasks

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 12, 2027	3 days	1550.00 \$	Virtual , Online
Aug. 8, 2027	Aug. 10, 2027	3 days	3250.00 \$	Egypt , Cairo
Oct. 11, 2027	Oct. 13, 2027	3 days	3950.00 \$	Spain , Barcelona
Jan. 4, 2027	Jan. 6, 2027	3 days	3250.00 \$	UAE , Dubai

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