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**Course Name**

# Data Mining and Business Intelligence

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**Sector Name**

Digital Transformation and Innovation

**Document Type**

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## Data Mining and Business Intelligence

### Course Introduction

Companies, businesses, and organizations all have established goals and results they want to reach. Gathering and analyzing data is essential to monitor the performance and determine the actions needed to reach the fullest result. Today, most of the companies across the world are spending millions to master the technique of collecting, comprehending, analyzing, and monetizing data through business intelligence. Business intelligence (BI) combines business analytics, data mining, data visualization, data tools and infrastructure, and best practices to help organizations to make more data-driven decisions.

This course is designed to provide participants with the relevant knowledge of the forms and architecture of business intelligence. The course introduces data mining, as it is used to support business intelligence through analyzing vast amounts of data to produce information and recommendations.

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## Data Mining and Business Intelligence

### Target Audience

This **BOOST** training course is designed for professionals handling functions related to analysis and gathering of data as tools for decision-making and monitoring of performance, such as managers, executives, Data Scientists, Data Analysts, Business Analysts, and anyone seeking to widen their understanding of business intelligence and data mining.

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## Data Mining and Business Intelligence

### Learning Objectives

- ✓ Gain a comprehensive understanding of how business intelligence helps organizations make operational and strategic decisions.
- ✓ Understand the mechanics and architecture behind business intelligence and data mining.
- ✓ Use data-based tools to make more accurate and timely decisions
- ✓ Identify and utilize data mining techniques for predictive analysis to assist in making decisions about the present and predicting future events.
- ✓ Visualize data using business intelligence and data mining visualization methods and tools.

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## Data Mining and Business Intelligence

### Course Outline

#### ✓ Day 01

##### **Introduction to Business Intelligence**

- ✓ Defining Business Intelligence
- ✓ The Business Intelligence Process
- ✓ Business Intelligence Concept and Platform Capabilities
- ✓ Business Performance Management System
- ✓ Business Intelligence and Data Mining Applications

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## Data Mining and Business Intelligence

### Course Outline

#### ✓ Day 02

##### **Working with Data**

- ✓ Defining Data Mining
- ✓ Data Mining Techniques
- ✓ Data Warehousing
- ✓ Data Mining Tools, Methods, and Techniques
- ✓ Cleaning and Transforming Data
- ✓ Shaping and combining data
- ✓ Enhancing the data model
- ✓ Custom graphics and charts, and maps

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## Data Mining and Business Intelligence

### Course Outline

#### ✓ Day 03

##### **Data Analysis**

- ✓ Data Analysis Expression (DAX)
- ✓ Factor Analysis
- ✓ Analyzing data through Power Pivot
- ✓ Analyzing data with Power View and Power Map
- ✓ Cluster Analysis and Multidimensional Scaling

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## Data Mining and Business Intelligence

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 1, 2026	June 5, 2026	5 days	4250.00 \$	UAE , Dubai
Aug. 31, 2026	Sept. 4, 2026	5 days	4250.00 \$	UAE , Dubai
Dec. 20, 2026	Dec. 24, 2026	5 days	4250.00 \$	Qatar , Doha
April 5, 2027	April 9, 2027	5 days	5950.00 \$	USA , Los Angeles

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