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Course Name

Business Intelligence vs Data Analysis

Sector Name
Digital Transformation and Innovation

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Business Intelligence vs Data Analysis

Course Introduction

In today’s data-driven business environment, organisations rely heavily on accurate insights and analytics to remain competitive and make informed strategic decisions. Understanding the difference between Business Intelligence (BI) and Data Analysis is essential for companies seeking to optimize operations, monitor performance, and improve decision-making.

The Business Intelligence vs Data Analysis training program provides corporate professionals with a clear understanding of how BI systems, dashboards, and reporting tools differ from data analysis techniques, statistical methods, and predictive modeling. Participants will learn how to leverage BI platforms to track key performance indicators (KPIs), generate actionable insights, and monitor business performance, while using data analysis methods to interpret trends, identify patterns, and support strategic decision-making.

This course emphasizes the practical applications of BI and data analysis in corporate decision-making, operational efficiency, market research, and business strategy development. By integrating both approaches, organisations can transform raw data into actionable

intelligence, improve reporting accuracy, enhance forecasting, and drive innovation.

Through real-world examples and hands-on exercises, participants will gain the skills to utilize data effectively, align analytics with business objectives, and foster a data-driven culture, enabling smarter, faster, and more reliable corporate decisions

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Target Audience

This training course is designed and beneficial for professionals seeking to analyze and work effectively with data to make effective decisions.

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Learning Objectives

- ✓ Understand and apply core principles of data analysis, visualization, and business intelligence.
- ✓ Connect, clean, and transform data from multiple sources using Power BI.
- ✓ Build interactive dashboards and compelling visualizations for effective data storytelling.
- ✓ Apply predictive analytics techniques such as regression, classification, and forecasting.
- ✓ Utilize advanced statistical and data mining methods to identify trends, patterns, and correlations.
- ✓ Evaluate and optimize models for accuracy and reliability using industry-standard validation techniques.
- ✓ Integrate data governance principles to ensure quality, accuracy, and compliance.
- ✓ Present and communicate insights effectively to diverse audiences to support strategic decision-making.

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Business Intelligence vs Data Analysis

Course Outline

✓ Day 01

Foundations of Business Intelligence and Power BI Essentials

- ✓ Introduction to Data Analysis and Business Intelligence concepts.
- ✓ Overview of BI tools: Why Power BI?
- ✓ Power BI Desktop: Installation, interface, and workflow.
- ✓ Connecting to multiple data sources.
- ✓ Query Editor: Data cleaning, filtering, and transformation.
- ✓ Creating relationships between tables and understanding cardinality.
- ✓ Introduction to Data Analysis Expressions (DAX) basics.
- ✓ Building your first interactive visualizations and simple dashboards

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Course Outline

✓ Day 02

Advanced Data Preparation and Power BI Techniques

- ✓ Advanced data transformation in Query Editor.
- ✓ Calculated columns vs. measures in DAX.
- ✓ Using IF, RELATED, and CALENDAR functions.
- ✓ Conditional formatting, tooltips, and drill-through.
- ✓ Hierarchies, drill-downs, and custom visuals.
- ✓ Working with slicers, filters, treemaps, and tables.
- ✓ Publishing and sharing dashboards using Power BI Service.
- ✓ Accessing dashboards on mobile devices.

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Course Outline

✓ Day 03

Data Analysis, Visualization, and Storytelling in Power BI

- ✓ Designing effective dashboards for decision-making.
- ✓ Visualization best practices and avoiding common mistakes.
- ✓ Custom visuals and marketplace options.
- ✓ Data storytelling: Turning analytics into compelling narratives.
- ✓ Advanced DAX for time intelligence and KPIs.
- ✓ Creating interactive reports with bookmarks and navigation buttons.
- ✓ Embedding dashboards into SharePoint and Teams.

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Course Outline

✓ Day 04

Predictive Analytics and Data Mining for BI

- ✓ Introduction to predictive modeling concepts.
- ✓ Simple and multiple linear regression.
- ✓ Logistic regression and classification techniques.
- ✓ Model evaluation: Confusion matrices, ROC curves, and AUC.
- ✓ Feature selection and multicollinearity handling.
- ✓ Data mining techniques for business applications.
- ✓ Clustering and segmentation for targeted strategies

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Course Outline

✓ Day 05

Integrating Insights and Final Project

- ✓ Combining multiple data sources into a single BI solution.
- ✓ Advanced visualization best practices for executive reporting.
- ✓ Building comprehensive KPI dashboards.

Final hands-on project:

- ✓ Teams work on a real-world business scenario using the provided datasets.
- ✓ Apply data preparation, analysis, visualization, and presentation skills.
- ✓ Present findings to peers for feedback.
- ✓ Recap of key concepts and Q&A session.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4950.00 $	Austria , Vienna
Jan. 17, 2027	Jan. 21, 2027	5 days	4250.00 $	Qatar , Doha
April 19, 2027	April 23, 2027	5 days	4250.00 $	UAE , Dubai
Nov. 9, 2026	Nov. 13, 2026	5 days	4250.00 $	UAE , Abu Dhabi
Oct. 18, 2027	Oct. 22, 2027	5 days	4250.00 $	UAE , Dubai
Oct. 4, 2027	Oct. 8, 2027	5 days	2150.00 $	Virtual , Online

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