



Consulting and Training | Reach New Heights

Course Name

Business Intelligence vs Data Analysis

Sector Name

Digital Transformation and Innovation

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770



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

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

ROOST

Business Intelligence vs Data Analysis

Target Audience

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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

Business Intelligence vs Data Analysis

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.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



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

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Business Intelligence vs Data Analysis

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.

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Business Intelligence vs Data Analysis

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.

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Business Intelligence vs Data Analysis

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

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Business Intelligence vs Data Analysis

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.

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Business Intelligence vs Data Analysis

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 28, 2026	Oct. 2, 2026	5 days	2150.00 \$	Virtual , Online
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 13, 2026	April 17, 2026	5 days	4250.00 \$	UAE , Dubai

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •