GLOBAL
Business
Minds

HARNESS THE POWER
OF KNOWLEDGE

Data-Driven Decision Making: Unlocking Business Potential

TRAIN

This 5-day intensive training program by Global Business Minds LTD (GBM) empowers individuals to harness the power of data to drive strategic decision-making. Participants will develop a comprehensive understanding of data-driven decision-making frameworks, data analytics techniques, and business intelligence tools.

Goals

By the end of this program, participants will be able to:

- Develop a data-driven mindset and culture within their organization

- Identify and prioritize key business questions that can be answered through data analysis

- Collect, clean, and prepare data for analysis

- Utilize advanced data analysis techniques to uncover insights and trends

- Build effective data visualizations to communicate findings to stakeholders

- Make data-informed decisions that drive business performance

- Implement data-driven decision-making processes and systems

Targeted Audience

- Business analysts

- Data analysts

- Marketers

- Financial analysts

- Managers and executives

- Anyone involved in decision-making roles

Training Outline

Day 1: Foundations of Data-Driven Decision Making

- The role of data in business strategy

- Data-driven culture and organizational transformation

- Data quality and governance

- Ethical considerations in data usage

Day 2: Data Exploration and Visualization

- Data exploration techniques (descriptive statistics, data profiling)

- Data visualization best practices

- Creating impactful dashboards and reports

- Storytelling with data

Day 3: Data Analysis and Modeling

- Predictive analytics and forecasting

- Regression analysis and correlation

- Hypothesis testing and statistical significance

- Data mining and text analytics

Day 4: Business Intelligence and Reporting

- Business intelligence tools and platforms

- Data warehousing and data marts

- Reporting and dashboard design

- Data-driven performance management

Day 5: Advanced Topics in Data-Driven Decision Making

- Big data and data analytics

- Data-driven innovation and digital transformation

- Data ethics and privacy

- Case studies and real-world applications

By the end of this training, participants will be equipped to leverage data as a strategic asset, make informed decisions, and drive positive business outcomes.