AI-Powered Business Analyst: Future-Proof Your Career

Programme One:
Data-Driven Business Analysis: Insights, Impact & Innovation

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Data-Driven Business Analysis: Insights, Impact & Innovation

_ *Master data tools, BI, predictive models, and Cloud-BI to boost job security and prepare for your next career move.*

Duration: 20 hours | Cost: 1400 EUR p.p. excl. VAT

Program Description:

- This training programme equips professionals with essential skills to collect, analyse, and communicate data for smarter business decisions.

- Through hands-on training in Excel, SQL, Python, Power BI, and Tableau, participants learn to transform data into actionable insights.

- The programme also explores advanced analytics and emerging technologies like AI and cloud-based BI tools to prepare learners for the future of business analysis.

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PROGRAM OUTLINE: contains four modules

Module 1: Foundations of Data-Driven Business Decisions

Objectives:
- Understand the role of data in modern business decision-making
- Learn core data preparation techniques
- Explore basic tools for data analysis

Key Topics:
- Introduction to Data-Driven Decision Making
- Data Collection, Cleaning, and Transformation
- Introduction to Excel, SQL, and Python for analysis

Activities:
- Data cleaning exercise using power query
- SQL basics practice task
- Python script demo for transformation

Outcomes:
- Prepare and structure data for business analysis
- Apply basic data tools in practical business scenarios

Module 2: Visualizing Data for Impactful Communication

Objectives:
- Learn techniques for effective data visualization
- Understand how to choose and build the right visual formats
- Use BI tools to communicate insights

Key Topics:
- Charts, Graphs, and Storytelling with Data
- Business Intelligence Tools: Tableau & Power BI
- Using Data to Support Business Recommendations

Activities:
- Create a dashboard in Power BI
- Visualization redesign challenge
- Present a data story to peers

Outcomes:
- Build engaging visualizations using industry-standard tools
- Translate analysis into clear business recommendations

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Module 3: Advanced Analytical Techniques for Business Insights

Objectives:
- Deepen skills in Excel and SQL for analysis
- Master advanced querying techniques
- Learn how to uncover complex business insights

Key Topics:
- Advanced Excel Functions & Pivot Tables
- Advanced SQL: Joins, Subqueries, and Window Functions

Activities:
- Excel business use case using nested formulas
- SQL query lab (with business scenarios)
- Data manipulation task using multiple joins

Outcomes:
- Analyse large datasets using advanced tools
- Generate actionable insights through deep data queries

Module 4: Emerging Technologies in Business Analysis

Objectives:
- Understand automation and predictive analytics concepts
- Explore modern platforms for business intelligence
- Apply cloud-based tools for scalable solutions

Key Topics:
- Introduction to Predictive Analytics
- Business Process Automation
- Cloud-Based BI Platforms: AWS

Activities:
- Group discussion on predictive models in business
- Cloud BI case study comparison

Outcomes:
- Identify opportunities to automate and optimize business processes
- Evaluate cloud and AI tools for strategic use in analysis