BLACKBIRD FOR TRAINING

Artificial intelligence in data analysis

16 – 20 May 2027
Amman (Jordan)



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Introduction

Organizations today are increasingly driven by vast amounts of data, and with the rise of artificial intelligence AI technologies, businesses can leverage this data to enhance benefits, reduce costs, and drive innovation. Artificial Intelligence is transforming decision-making processes, company performance, and human capabilities by enabling faster, more accurate data analysis and decision-making. AI systems are capable of analyzing both structured and unstructured data, employing cognitive logic to take the best course of action, and making decisions much faster than humans. Moreover, machine learning allows AI to continuously improve its outcomes by learning from new data.

This course is designed for senior and middle management professionals who recognize the importance of digital transformation and understand that innovation and development are critical to modern business success. The course explores key AI concepts, including data analysis in artificial intelligence, and covers essential skills and strategies for adopting AI in business. Participants will also be introduced to cloud programming and basic technology concepts to ensure they are equipped to navigate and implement AI in their organizations.

Course Objectives

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

- Understand the concepts of artificial intelligence and explore its various forms.
- Apply AI in the value chain to optimize operations.
- Analyze the data analysis methods used in AI to improve decision-making.
- Familiarize themselves with the techniques and algorithms employed in AI, including supervised learning algorithms and search algorithms.
- Implement best practices for managing AI projects within their organization.
- Identify the skills and competencies required to work with AI and data analysis.
- Learn how to engage with business and data professionals in meaningful discussions about AI and its impact.
- Develop strategies to manage change in artificial intelligence in the workplace.
- Create an actionable plan to adapt AI in business operations.



Course Outlines

Day 1: Overview of AI: Types, Applications, and Problem-Solving Strategies

- Introduction to artificial intelligence and its various forms.
- Different applications of artificial intelligence in business and industry.
- The relationship between data analysis in artificial intelligence and problem-solving.
- Exploring AI problem-solving strategies and how they apply to different sectors.

Day 2: Core Algorithms in Search and Machine Learning

- Understanding key AI algorithms:
  - Blind algorithms and their use in AI.
  - Playing algorithms for decision-making e.g., games against computers.
  - Introduction to supervised learning algorithms and their applications in business.
- The role of data analysis skills in optimizing machine learning models.

Day 3: Understanding Expert Systems, AI Skills, and Origins

- How expert systems based on knowledge and rules can be integrated into business operations.
- Aligning your professional skills with artificial intelligence for greater impact.
- Tracing the history and popularity of artificial intelligence and understanding its evolution.

Day 4: AI and Automation: Impacts and Applications in the Workplace

- How AI and automation are reshaping workplace dynamics.
- Understanding the relationship between artificial intelligence and human workers.
- Identifying shifts in workplace roles due to AI and how to manage these changes.

Day 5: Adapting to AI: Workplace Shifts, Skills, and Action Plans

- Evaluating the impact of AI on roles and responsibilities within your organization.
- Determining the future skills needed to work alongside AI effectively.
- Developing a strategic action plan to adapt and upgrade your skills to succeed in an AI-powered workplace.



Why Attend This Course: Wins & Losses!

- Comprehensive understanding of artificial intelligence: Learn the key concepts, types, and applications of AI, as well as its impact on business operations.
- Master data analysis techniques in AI, empowering you to make data-driven decisions more effectively.
- Gain practical skills in applying AI in real-world scenarios, from problem-solving strategies to machine learning algorithms.
- Enhance your ability to manage AI projects and lead change in an AI-integrated business environment.
- Develop the skills to understand and leverage data analysis and AI to stay ahead in your industry.

Conclusion

The Artificial Intelligence and Data Analysis course offers invaluable knowledge and skills to navigate the world of AI in modern business. Participants will walk away with a thorough understanding of artificial intelligence, from its various forms and applications to its implications in the workplace. By integrating AI into the value chain, businesses can streamline operations, improve decision-making, and enhance overall performance.

This course empowers senior and middle management to harness the power of AI and data analysis methods to drive innovation and growth in their organizations. With AI poised to revolutionize industries, this training equips you with the expertise to capitalize on artificial intelligence to unlock its full potential. Join this course to stay ahead of the curve, create innovative strategies, and lead your company into a successful AI-powered future.

