

Business Data Analytics

London (UK)

29 December 2025 - 2 January 2026

UK Training

PARTNER



Business Data Analytics

Code: IT28 From: 29 December 2025 - 2 January 2026 City: London (UK) Fees: 5100 Pound

Introduction

In today's data-driven world, corporate staff are often overwhelmed by the sheer volume of unstructured data. With the evolution of ERPs and databases, businesses now have the capability to house vast amounts of data, but the real question is: what do we do with this data to generate value? This course introduces Business Data Analytics BDA as a powerful tool for transforming raw data into actionable insights. You will learn to clean, normalize, and interpret large volumes of data, allowing you to establish historical relationships, analyze current business situations, and predict future trends. The application of data analytics for business intelligence spans operational, tactical, and strategic decision-making across various departments. From data cleansing and reporting to analysis and modeling, this course uses MS Excel as an accessible tool to develop advanced skills in data analytics, adding immediate value to your role and organization.

Course Objectives

By the end of this course, participants will:

- Gain expertise in business data analytics, specifically in data slicing, dicing, aggregation, modeling, and massaging.
- Learn data normalization, consolidation, and report writing techniques.
- Develop dynamic BI models, dashboards, and scorecards using Excel, integrated with Access, Web, Text, SQL, ERPs, and other databases.
- Enhance the presentation and impact of reports through dynamic visualization techniques.
- Acquire tips and tricks for working efficiently with data analytics for business strategy.
- Understand the importance of data analytics in business and how it can drive better decision-making.

Course Outlines

Day 1: Data Visualization

- Defining Data, Information, and Insight.
- Comparing Data Visualization and Infographics.
- Using Charts and Graphics for effective Data Visualization.
- Designing visuals and infographics for non-financial users.
- Using Excel and PowerPoint for creating impactful data visualizations.
- Designing and using scorecards and dashboards in Excel.
- Practical tips for building effective dashboards in Excel.

Day 2: Understanding Business Models and Business Processes

- Creating value for key organizational stakeholders.



- The role of the 21st-century finance professional.
- Analyzing Business Models and Business Processes.
- Business process improvement and re-engineering.
- Introduction to Business Intelligence and Business Analytics.
- Data-driven decision management and its importance for business.
- Key financial measures and shareholder value drivers.
- Key Success Factors and Key Performance Indicators.

Day 3: Mastering Data Reporting

- Interpreting data to inform business decisions.
- Recognizing trends, detecting outliers, and summarizing data sets.
- Analyzing relationships between variables.
- Crafting survey questions and drawing conclusions from population samples.
- Implementing regression analysis and other advanced techniques in Excel.
- Understanding and applying predictive analytics to forecast business trends.

Day 4: Purpose and Principles of Business Intelligence and Business Analytics

- Implementing a Business Performance Management Framework.
- Defining and understanding the purpose of Business Intelligence BI.
- The history, development, and features of BI systems.
- The definition and aims of Business Analytics BA.
- Understanding Descriptive Analytics and Predictive Analytics.
- Exploring different sources and types of BI and BA tools.

Day 5: Principles of Statistical and Predictive Analytics

- Defining Statistical, Descriptive, and Predictive Analytics.
- Understanding business database features and design.
- Principles of Distribution and Probability Theory.
- Analyzing time series data and trend forecasting using Moving Averages.
- Applying Linear Regression for trend analysis and forecasting.
- Utilizing Monte Carlo Simulation for predictive analytics in Excel.

Why Attend This Course: Wins & Losses!

- Master the principles of business data analytics and business intelligence to make informed decisions that will propel your organization forward.
- Learn how to use Excel for data analytics for business intelligence, enabling you to work with large datasets, create dashboards, and generate business insights.
- Gain valuable skills in predictive analytics and learn how to apply data analytics in business decision making to influence strategic outcomes.
- Obtain a certificate in data analytics, enhancing your professional profile and opening doors to new career opportunities.
- Understand the business value of data analytics and how to implement it for business strategy and operational improvements.

Conclusion



This course equips you with the essential skills and tools needed to leverage business data analytics for strategic decision-making. Whether you are new to data analytics or looking to enhance your existing skills, the training you receive here will allow you to turn complex data into actionable insights, supporting better business decisions across departments. With hands-on Excel practice, you'll be prepared to contribute significantly to your organization's business strategy and intelligence needs.

Don't miss out on the opportunity to earn a certification in business data analytics, and position yourself as a key asset in today's data-driven business environment.



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

