

## Machine Learning and Predictive Models

*Amsterdam*

*24 - 28 November 2025*

UK Training

# PARTNER



# Machine Learning and Predictive Models

Code: AI28 From: 24 - 28 November 2025 City: Amsterdam Fees: 4900 Pound

## Introduction

In a data-driven world, machine learning and predictive models have become strategic necessities for effective decision-making.

This course offers a practical foundation in modern data analysis techniques and equips participants with tools to build predictive solutions that drive growth and operational efficiency.

It is designed for executives, team leaders, and professionals across departments such as HR, finance, marketing, and project management in both public and private sector institutions throughout the Middle East and North Africa. The course also caters to early- and mid-career professionals, as well as senior management seeking to align their strategic vision with AI-powered insights.

Through a balanced blend of theory and application, participants will gain the skills to transform data into actionable business intelligence.

## Course Objectives

- Understand the core principles of machine learning.
- Learn how to build and interpret predictive models.
- Apply appropriate algorithms to real-world business challenges.
- Use analytical tools to design smart performance indicators.
- Train models on real datasets and evaluate their accuracy.
- Manage data quality and address bias in predictive systems.
- Improve decision-making based on data-driven forecasts.
- Integrate smart analytics into enterprise operations.

## Course Outlines

### Day 1: Introduction to Machine Learning

- Key differences between traditional programming and machine learning.
- Categories of machine learning: supervised, unsupervised, and reinforcement learning.
- Use cases of machine learning in business environments.
- Understanding training and testing datasets.
- Ethical and legal considerations in machine learning applications.
- Overview of commonly used tools and platforms.

### Day 2: Building Predictive Models

- What is a predictive model and how does it work?
- End-to-end development process from problem definition to deployment.
- Selecting key features and analyzing correlations.
- Business case applications in marketing, HR, and finance.
- Handling bias and data imbalance.



- Creating clear and concise model reports.

### Day 3: Practical Applications Using Analytical Tools

- Preparing and cleaning raw data for modeling.
- Using tools to build basic predictive models.
- Training, validating, and interpreting model performance.
- Comparing models and selecting the best one.
- Time-series data and trend forecasting.
- Designing interactive dashboards to present results.

### Day 4: Optimization and Enterprise Integration

- Improving model accuracy through tuning techniques.
- Validating models with cross-validation and re-training.
- Integrating predictive models with business systems.
- Ensuring data security and privacy compliance.
- Aligning teams to adopt predictive analytics in workflows.
- Promoting a data-driven culture across departments.

### Day 5: Case Study and Applied Assessment

- Analyzing a real-world case from the banking or oil sector.
- Developing a predictive solution for a business scenario.
- Participant-led evaluation of model outcomes.
- Group discussion of practical challenges and solutions.
- Final knowledge assessment.
- Personalized feedback and development planning.

### Why Attend this Course: Wins & Losses!

- Gain a deep understanding of predictive analytics.
- Turn complex data into actionable insights.
- Acquire in-demand technical skills.
- Reduce business risks through early forecasting.
- Improve marketing strategies with accurate targeting.
- Support HR planning with employee behavior predictions.
- Strengthen financial forecasting and budget planning.
- Prepare your organization for advanced digital transformation.

### Conclusion

The Machine Learning and Predictive Models course provides a practical gateway for professionals to make smarter, data-driven decisions. Whether you work in finance, marketing, energy, or government, this program empowers you with the tools to become part of the AI transformation.

By combining technical insight with real business application, you will be prepared to face challenges and deliver measurable value. This is not just a training program – it's a mindset shift toward intelligent decision-making.

**PARTNER**



# Blackbird Training Cities

## Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



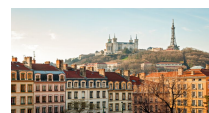
Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



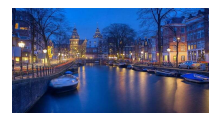
Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



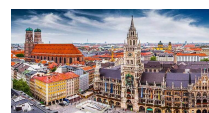
Paris (France)



Athens (Greece)



Barcelona (Spain)



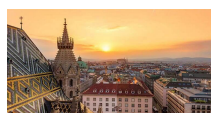
Munich (Germany)



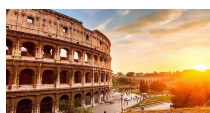
Geneva



Prague (Czech)



Vienna



Rome (Italy)



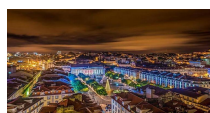
Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul



Pulau Ujong (Singapore)



Irbid



Jakarta (Indonesia)



Amman (Jordan)



Beirut



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town



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

