BLACKBIRD FOR TRAINING

Business Data Analytics

20 – 24 December 2026
Amman (Jordan)



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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.

