

# Business Data Analytics: Insights for Strategic Decisions

IT & IT Engineering  
Amsterdam (Netherlands)  
14 - 18 Jul 2025

UK Traininig

# PARTNER



## Business Data Analytics: Insights for Strategic Decisions

**Ref:** 321663\_143272 **Date:** 14 - 18 Jul 2025 **Location:** Amsterdam (Netherlands) **Fees:** 4200 Euro

### Course Description

This intensive 5-day course equips professionals with essential data analytics skills for business decision-making. Participants will learn to collect, analyze, and visualize data using industry-standard tools and techniques. The course covers the entire data analytics lifecycle, from data collection to presenting actionable insights.

### Learning Objectives

- Understand the fundamentals of data analytics and its business applications
- Master data collection, preparation, and cleaning techniques
- Develop proficiency in data analysis and statistical methods
- Create compelling data visualizations and dashboards
- Apply data-driven insights to solve real-world business problems
- Communicate analytical findings effectively to stakeholders

### Course Modules

#### Day 1: Introduction to Business Data Analytics

- Overview of data analytics in business
- The data analytics lifecycle
- Key data analytics tools and technologies
- Data types and sources in business contexts

#### Day 2: Data Collection and Preparation

- Data collection methods and best practices
- Data cleaning and preprocessing techniques
- Handling missing data and outliers
- Data integration and transformation

#### Day 3: Exploratory Data Analysis and Statistics

- Descriptive statistics and data summarization
- Correlation analysis and hypothesis testing
- Trend analysis and forecasting
- Introduction to machine learning for business

UK Training

**PARTNER**



## Day 4: Data Visualization and Dashboarding

- Principles of effective data visualization
- Creating charts, graphs, and infographics
- Building interactive dashboards
- Storytelling with data

## Day 5: Applying Data Analytics in Business

- Case studies in marketing, finance, and operations
- Predictive analytics for decision-making
- Ethics and privacy in data analytics
- Presenting insights to stakeholders

## Practical Wins for Participants

- Ability to extract actionable insights from complex datasets
- Proficiency in using data visualization tools for effective communication
- Skills to implement data-driven strategies in various business functions
- Confidence in presenting analytical findings to senior management

## Blackbird training cities



Accra (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training  
**PARTNER**





## Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



## 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**



**LONDON TRAINING PROVIDER**



[www.blackbird-training.com](http://www.blackbird-training.com)



[training@blackbird-training.com](mailto:training@blackbird-training.com)



+44 7480 775526 / +44 7401 177335