

# Business Data Analytics: Insights for Strategic Decisions

IT & IT Engineering  
Geneva (Switzerland)  
09 - 13 Jun 2025

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## Business Data Analytics: Insights for Strategic Decisions

**Ref:** 321663\_143279 **Date:** 09 - 13 Jun 2025 **Location:** Geneva (Switzerland) **Fees:** 4700 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

A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board has a checkered pattern, and there are concentric circles in the background.

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## 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

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



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



+44 7480 775526 / +44 7401 177335