Business Data Analytics: Insights for Strategic Decisions

22 – 26 March 2027
Rome (Italy)



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Why This Course

In today's fast-paced, data-driven business environment, the ability to interpret and act on data is a critical skill for professionals across all industries. Data analytics enables organizations to make informed decisions, uncover opportunities, and solve complex problems efficiently.

This intensive 1-week program equips participants with practical skills to collect, analyze, and visualize data, transforming raw information into actionable insights that drive business performance.

What You'll Learn and Practice

By attending this program, you will be able to:

- Apply data analytics principles to solve real-world business challenges.
- Collect, clean, and prepare data for accurate analysis.
- Perform statistical analyses and uncover meaningful trends.
- Create compelling visualizations and interactive dashboards.
- Translate analytical findings into actionable business recommendations.
- Communicate insights effectively to stakeholders at all levels.

The Program Flow

Day 1: Introduction to Business Data Analytics

- Overview of data analytics in modern business
- Understanding the data analytics lifecycle
- Key tools and technologies for analytics
- Types and sources of business data

Day 2: Data Collection and Preparation

- Best practices for data collection
- Data cleaning, preprocessing, and transformation
- Handling missing values and outliers
- Integrating data from multiple sources



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 applications

Day 4: Data Visualization and Dashboarding

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

Day 5: Applying Data Analytics in Business

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

Individual Impact

Participants will leave the course with:

- The ability to analyze and interpret complex datasets confidently.
- Skills to design clear, actionable visualizations and dashboards.
- Competence in applying data-driven insights to business challenges.
- Confidence in presenting analytical findings to senior management.

Organizational Impact

Organizations will benefit from:

- Enhanced decision-making based on accurate, data-driven insights.
- Improved business performance across marketing, finance, and operations.
- A stronger culture of analytics and evidence-based strategy.
- Greater efficiency in turning data into actionable outcomes.



Training Methodology

- Hands-on workshops and real-world business case studies
- Practical exercises in data collection, analysis, and visualization
- Group discussions to apply analytics concepts to organizational challenges
- Action planning sessions for immediate workplace application

Beyond the Course

By the end of the program, participants will be ready to:

- Transform raw data into actionable business insights.
- Build interactive dashboards that inform strategy and operations.
- Apply statistical and predictive techniques to forecast trends.
- Drive a data-driven culture within their organization.

