# Data Science for Business Intelligence: Driving Insights

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Amman (Jordan)

UK Traininig
PARTNER



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## Why This Course

In today's business environment, data has become one of the most valuable assets for improving performance, identifying opportunities, and making smarter decisions. Organizations that know how to collect, analyze, and interpret data are better positioned to respond to change, understand customers, improve operations, and drive growth. For professionals across functions, understanding data science and business intelligence is no longer a specialist advantage. It is a practical capability that supports stronger business outcomes.

This comprehensive 1-week course introduces participants to the fundamentals of data science and its application in business intelligence. Participants will learn how to collect, analyze, and interpret data to drive informed decision-making and business growth. The course covers key concepts, tools, and techniques used in data science and business intelligence, with a focus on practical applications in real-world business scenarios.

## What You'll Learn and Practice

By joining this program, you will:

- Understand the core concepts and principles of data science and business intelligence.
- Learn to collect, clean, and prepare data for analysis.
- Master essential data analysis and visualization techniques.
- Develop skills in predictive modeling and machine learning for business applications.
- Gain proficiency in using popular data science and business intelligence tools.
- Learn to communicate data-driven insights effectively to stakeholders.

## The Program Flow

### Day 1: Introduction to Data Science and Business Intelligence

- Overview of data science and its role in business.
- Key concepts in business intelligence.
- Data types and sources.
- Introduction to data collection and preparation.



### Day 2: Data Analysis and Visualization

- Exploratory data analysis techniques.
- Statistical analysis for business insights.
- Data visualization principles and best practices.
- Hands-on experience with visualization tools.

### Day 3: Predictive Analytics and Machine Learning

- Introduction to predictive modeling.
- Supervised and unsupervised learning algorithms.
- Model evaluation and selection.
- Applying machine learning to business problems.

### Day 4: Big Data and Advanced Analytics

- Introduction to big data technologies.
- Text analytics and natural language processing.
- Time series analysis and forecasting.
- Advanced data mining techniques.

### Day 5: Implementing Data Science in Business

- Data-driven decision making frameworks.
- Building and managing data science teams.
- Ethics and privacy in data science.
- Communicating insights to stakeholders.
- Future trends in data science and business intelligence.

## Individual Impact

- Strengthen your understanding of data science and business intelligence concepts in a practical business context.
- Enhance your ability to analyze, visualize, and interpret data more effectively.
- Build stronger skills in predictive modeling and data-driven problem-solving.
- Gain more confidence in communicating analytical findings to both technical and non-technical audiences.

## Work Impact

- Improve the organization's ability to identify data-driven opportunities for growth and improvement.
- Strengthen analytical decision-making across business functions.
- Support better use of data analysis, visualization, and predictive techniques in business planning.
- Enhance communication of insights in ways that support action, alignment, and measurable results.



## Training Methodology

This program integrates analytical foundations, practical application, and business-focused learning to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on data-driven business decisions and intelligence applications.
- Practical exercises in data preparation, analysis, and visualization.
- Interactive workshops on predictive modeling, machine learning, and business use cases.
- Group discussions on ethics, implementation challenges, and stakeholder communication.
- Frameworks and tools for applying data science and business intelligence techniques effectively in business environments.

## Beyond the Course

Upon completion, participants will be better equipped to use data science and business intelligence with greater confidence, clarity, and business focus. They will return ready to:

- Apply data-driven thinking more effectively in business decisions.
- Use analytical and visualization tools to generate stronger insights.
- Support forecasting and predictive analysis in practical business scenarios.
- Communicate findings more clearly to stakeholders and decision-makers.

