Business Analytics: Data-Driven Decision Making Mastery

15 – 19 February 2027
Paris (France)



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Why This Course

Business analytics has become a key driver of smarter decision-making, stronger performance, and sustainable competitive advantage. Organizations today need professionals who can turn raw data into meaningful insights, forecast future outcomes, and recommend the best course of action based on evidence rather than assumptions.

This intensive 1-week Business Analytics Training program equips participants with essential analytical skills for data-driven decision-making. The course covers descriptive, predictive, and prescriptive analytics, with a strong focus on practical application across different business functions. Through hands-on exercises, real-world examples, dashboards, models, and case studies, participants will learn how to collect, analyze, interpret, and communicate data insights effectively.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamentals of business analytics and its role in decision-making.
- Distinguish between descriptive, predictive, and prescriptive analytics.
- Collect, prepare, clean, and organize data for analysis.
- Apply exploratory data analysis techniques to identify patterns and trends.
- Create effective data visualizations, dashboards, and business reports.
- Interpret statistical measures and use them to support business conclusions.
- Apply regression analysis, classification techniques, and decision trees.
- Use time series forecasting methods for business planning.
- Explore optimization, simulation, and prescriptive analytics techniques.
- Communicate analytical insights clearly to stakeholders and decision-makers.

The Program Flow

Day 1: Introduction to Business Analytics

- Understand the meaning, scope, and importance of business analytics.
- Explore how analytics supports strategic, operational, and tactical decision-making.
- Differentiate between descriptive, predictive, and prescriptive analytics.
- Learn the basics of data collection, preparation, and cleaning.
- Build an introductory understanding of data visualization and insight discovery.



Day 2: Descriptive Analytics and Data Visualization

- Apply exploratory data analysis to understand business data.
- Use statistical measures to summarize and interpret information.
- Create clear charts, visuals, and dashboards for business users.
- Apply advanced data visualization techniques to communicate trends and patterns.
- Develop effective reports that support performance monitoring and decision-making.

Day 3: Predictive Analytics and Machine Learning

- Understand the foundations of predictive modeling.
- Apply regression analysis to forecast outcomes and identify relationships.
- Explore classification techniques for business decision support.
- Use decision trees to structure predictions and interpret results.
- Apply time series forecasting methods for planning and performance analysis.

Day 4: Prescriptive Analytics and Optimization

- Understand the purpose and value of prescriptive analytics.
- Apply linear and integer programming concepts to business problems.
- Use simulation modeling to evaluate alternative business decisions.
- Explore optimization techniques for resource allocation and process improvement.
- Translate analytical recommendations into practical business actions.

Day 5: Advanced Topics and Practical Applications

- Explore big data analytics and its impact on business decision-making.
- Understand text and sentiment analysis for customer and market insights.
- Discuss ethics, privacy, and responsible use of business data.
- Review case studies and real-world applications across business functions.
- Explore future trends shaping business analytics and data-driven organizations.

Individual Impact

- Build confidence in using analytics to support business decisions.
- Strengthen data preparation, interpretation, and visualization skills.
- Gain practical exposure to predictive and prescriptive analytics methods.
- Improve the ability to explain analytical findings to non-technical stakeholders.
- Develop a structured approach to solving business problems using data.



Work Impact

- Improve the quality of decisions through evidence-based insights.
- Enhance reporting, forecasting, and performance analysis capabilities.
- Support better planning through predictive models and business forecasting.
- Optimize processes, resources, and outcomes using prescriptive analytics.
- Strengthen the organization's ability to compete through data-driven strategies.

Training Methodology

This program combines business-focused analytics concepts with hands-on application through:

- Practical data analysis and visualization exercises.
- Business case studies from multiple functional areas.
- Dashboard and reporting workshops.
- Predictive modeling and forecasting practice.
- Optimization and simulation-based decision exercises.
- Group discussions on ethics, privacy, and analytics trends.

Beyond the Course

Upon completion, participants will be able to:

- Transform raw data into actionable business insights.
- Use analytics tools and techniques for analysis, visualization, and reporting.
- Develop and interpret predictive models for business forecasting.
- Apply prescriptive analytics to improve business decisions and processes.
- Present analytical findings clearly to stakeholders and decision-makers.

