AI-Powered Business Insights

14 – 18 November 2027
Amman (Jordan)



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Why This Course

Artificial Intelligence is reshaping how organizations understand their markets, operations, and customers.

By combining AI with business intelligence and analytics, companies can move beyond descriptive reporting to achieve predictive and prescriptive decision-making — unlocking new levels of efficiency, personalization, and competitive advantage.

The AI-Powered Business Insights program provides a practical and strategic roadmap for implementing AI-driven analytics.

It bridges data science, machine learning, and business strategy, enabling participants to extract actionable intelligence from complex data ecosystems.

Through hands-on exercises, real-world case studies, and applied frameworks, participants will learn how to transform AI capabilities into measurable business impact.

What You'll Learn and Practice

By joining this program, you will:

- Understand how AI transforms business intelligence and analytics.
- Learn the core concepts of machine learning, NLP, and predictive modeling for business applications.
- Explore how to integrate AI into BI dashboards and enterprise decision systems.
- Build frameworks for AI-driven forecasting, customer insights, and automation.
- Analyze data using AI platforms and cloud-based analytics tools.
- Apply governance, ethics, and transparency principles in AI insights.
- Learn to communicate AI findings through data storytelling and visualization.
- Gain the skills to lead AI transformation initiatives that align with business goals.



The Program Flow

Day 1: Foundations of AI and Intelligent Analytics

- The evolution from traditional analytics to AI-powered intelligence.
- Understanding AI, machine learning, and deep learning in business contexts.
- The AI-BI convergence: how automation and prediction enhance insight.
- Frameworks for identifying AI-driven business opportunities.
- Case study: Using AI to optimize decision-making in global enterprises.

Day 2: Machine Learning and Predictive Analytics

- Overview of supervised and unsupervised learning techniques.
- Applying AI models for forecasting, segmentation, and optimization.
- Data preparation and feature engineering for business applications.
- Tools and platforms: Azure AI, Google Vertex, and AWS SageMaker.
- Workshop: Building a simple predictive model for customer behavior.

Day 3: AI Integration with Business Intelligence Systems

- Embedding AI models into BI dashboards and reporting tools.
- Using NLP and chatbots for automated insights and query response.
- Real-time analytics and alert systems powered by AI.
- Advanced data visualization for predictive and prescriptive insights.
- Group activity: Designing an AI-enhanced business intelligence workflow.

Day 4: AI Governance, Ethics, and Explainability

- Governance frameworks for responsible AI use.
- Ensuring transparency, fairness, and accountability in AI outputs.
- Managing data privacy and regulatory compliance GDPR, ISO 42001.
- Risk assessment and bias mitigation in AI systems.
- Simulation: Managing an ethical dilemma in AI-driven decision-making.

Day 5: Strategy, Value Creation, and Future Trends

- Aligning AI initiatives with business objectives and KPIs.
- Measuring ROI and scaling AI insights across the enterprise.
- Emerging trends — generative AI, autonomous analytics, and AI agents.
- Building a culture of innovation and data literacy.
- Final project: Designing an AI-powered business insights strategy for an organization.



Individual Impact

- Gain strategic and technical understanding of AI's role in business insight generation.
- Build confidence in interpreting, applying, and communicating AI-based findings.
- Strengthen leadership and analytical capabilities in digital transformation.
- Learn to balance innovation with governance and ethical responsibility.
- Enhance your professional profile as a forward-thinking AI and analytics leader.

Work Impact

- Enable faster, smarter decision-making powered by AI-driven insights.
- Improve forecasting, customer engagement, and operational efficiency.
- Strengthen organizational agility through intelligent automation.
- Ensure responsible and compliant use of AI in analytics workflows.
- Drive sustainable innovation and data-driven culture across business units.

Training Methodology

This program integrates strategic frameworks, applied data exercises, and interactive discussions to ensure deep understanding and practical readiness.

Learning methods include:

- Case studies from finance, retail, healthcare, and manufacturing sectors.
- AI and BI integration demonstrations using popular cloud platforms.
- Hands-on workshops on predictive modeling and AI visualization.
- Group strategy sessions for designing AI implementation plans.
- Templates, toolkits, and ethical checklists for post-course application.

Beyond the Course

Upon completion, participants will be equipped to design, deploy, and lead AI-powered business insight initiatives that enhance decision-making and organizational intelligence.

Graduates of this program will emerge as AI-enabled business strategists — capable of transforming data into predictive power, operational agility, and strategic foresight.

