

# € TRAINING

Strategic Data Analysis for Business  
Decisions



14 - 18 October 2024  
Kuala Lumpur (Malaysia)



# Strategic Data Analysis for Business Decisions

REF: G1933 DATE: 14 - 18 October 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 5850 Euro

## Introduction:

In today's fiercely competitive business landscape, the ability to make well-informed decisions is not just advantageous; it's essential for staying ahead. With data becoming increasingly abundant, organizations that can effectively harness its power gain a significant strategic advantage. This specialized program is meticulously crafted to empower participants with the skills and techniques necessary to leverage data effectively in driving decisions that propel business success.

## Program Objectives:

By the end of this program, participants will be able to:

- Develop data analysis proficiency.
- Master data handling and interpretation.
- Apply statistical methods confidently.
- Explore innovative data-driven strategies.
- Enhance decision-making with data integration.
- Foster a data-driven culture.

## Target Audience:

- Executives, leaders, and decision-makers.
- Managers and data analysis professionals.
- Entrepreneurs and business owners.
- Professionals across diverse industries.

## Program Outlines:

### Unit 1.

#### Introduction to Data Analysis for Business Decisions:

- Understand the pivotal role of data analysis in driving strategic decisions.
- Identify key areas within organizations where data-driven insights can deliver maximum impact.

- Explore the critical importance of leveraging data effectively for achieving business success.
- Gain an overview of fundamental concepts and methodologies in data analysis.
- Introduction to essential tools and techniques for performing data analysis in a business context.

## Unit 2.

### Data Collection and Preparation Techniques:

- Gain insights into various data collection methods and sources.
- Master techniques for cleaning and preprocessing data, ensuring its quality and reliability.
- Address common data quality issues and ensure data integrity throughout the analysis process.
- Learn data transformation and normalization processes to prepare data for analysis.
- Explore real-world data challenges to reinforce data collection and preparation skills.

## Unit 3.

### Exploratory Data Analysis and Visualization:

- Conduct exploratory data analysis EDA to uncover hidden insights within datasets.
- Utilize descriptive statistics to summarize key characteristics of the data.
- Create compelling visualizations to communicate data patterns and trends effectively.
- Identify outliers and anomalies that may impact decision-making.
- Interpret EDA results to derive actionable insights for driving strategic business decisions.

## Unit 4:

### Statistical Analysis for Business Insights:

- Understand key statistical concepts relevant to business analysis.
- Apply hypothesis testing techniques to draw meaningful conclusions from data.
- Perform correlation and regression analysis to uncover relationships and predict outcomes.
- Explore advanced statistical techniques such as ANOVA and chi-square tests for deeper insights.
- Learn how to integrate statistical analysis seamlessly into decision-making processes to drive business success.

## Unit 5:

### Decision Support Systems and Implementation Strategies:

- Gain an understanding of decision support systems DSS and their role in facilitating data-driven decision-making.
- Leverage data analysis insights to inform strategic decision-making processes effectively.
- Develop robust implementation strategies based on data-driven insights to drive tangible business outcomes.
- Incorporate feedback loops to continuously refine and improve decision-making processes.
- Explore real-world case studies illustrating the application of data analysis in decision support systems.