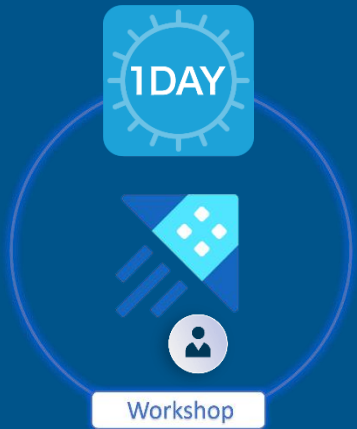


# *Decision Making and Business Analytics Essentials*



Workshop

Board of Directors

CXO's

Business Executives

Technology Executives

Entrepreneurs

Strategic Planners

Project Managers

Digital Leaders

# Decision Making & Business Analytics Essentials

Skills and expertise to help you increase your knowledge in the field of digital technologies

**About this workshop**

The importance of big data doesn't revolve around how much data you have, but what you do with it is important. You can take data from any source and analyze it to find answers that enables (a) cost reductions (b) time reductions (c) new product development and optimized offerings, and (d) smart decision making.

When you combine big data with high-powered analytics, you can accomplish business-related tasks such as:

- Determining root causes of failures, issues and defects in near-real time
- Generating coupons at the point of sale based on the customer's buying habits.
- Recalculating entire risk portfolios in minutes.
- Detecting fraudulent behavior before it affects your organization.



**The Role of Business Analytics in Decision-Making**

In the digital era, data has emerged as the cornerstone of business success, driving organizations towards more informed and strategic decision-making. Welcome to the realm of Business Analytics, where data transforms into valuable insights, providing leaders with the tools they need to navigate the complexities of the modern market. In this one day workshop, we will explore the crucial role that Business Analytics plays in decision-making and how it empowers businesses to thrive in today's competitive landscape.

## Unit 1 – Exploiting the Role of Analytics in Business

- Differentiating between analytics & business analytics.
- Understanding Data Mining.
- Main components of a typical Business Analytics dashboard.
- Business Analytics vs Data Analytics.
- Information Discovery and Visualization Environment.
- Types of Analytics and why analytics matter.
- Analytics mapping to the business applications.
- Elaborating Cognitive Computing and Cognitive Computing Framework.
- Characteristics of good Decision Making – Decision Intelligence Model.
- Five Key Actions for IT and Business Leaders for Better Decisions.
- A Categorization of Analytical Methods & Models.
- How Analytics is used to enable decisions.
- key benefits offered by Analytics.
- Why is Big Data and Analytics are important?
- The Analytical Life Cycle and Use-cases for big data analytics.
- The Data Science Process.
- Unit 1 Assessment.

## Unit 2 – Decision Making and Business Analytics in Practice

- The importance of Dark Data in Big Data.
- The use of analytical methods in business applications – Use Case.
- Decision Making – The High-level and Analytical process.
- Exploring the types of Decision Making and Business Analytics.
- The use of analytical methods in business applications.
- The Spectrum of Business Analytics.
- Decision-making methodologies.
- Describe Decision Management.
- Business Analytics in Practice.
  - Financial Analytics, Human Resource Analytics, Marketing Analytics, Health Care Analytics, Supply Chain Analytics, Analytics for Government, and Web Analytics.
- Using Analytics for better Decision-Making – Use Cases.
- The 10 Best Data Analytics and BI Platforms/Tools in 2024.
- Unit 2 Assessment.

## Unit 3 – Know Your Decision Making Style Workshop Activity

## The role of BOD's and Business Executives in Decision Making and Business Analytics

The role of BOD's and business executives in decision making and business analytics is a topic that relates to how organizations can use data and analytics to support and improve their strategic and operational choices. Business analytics is the application of data and statistical techniques to gain insights and guide business choices.

It involves examining many forms of company data, such as sales, customer, financial, and operational data, in order to uncover patterns and trends that may be leveraged to improve business outcomes.

### Target Audience

- Senior Executive Leadership teams who want to build their knowledge in the space of Decision Making and Big Data Analytics and want to understand how to smartly tackle the challenges associated to decision making process.
- BODs, CXOs, Head of Digitalization, Business and Technology Leaders.
- Senior IT Managers and IT Directors, Business Analysts, Data Analysts and Data Science professionals, Data Warehouse and Business Intelligence professionals, Enterprise Architects, Senior Project Managers, Application Software Development Teams, Digital Team Leads, and all who want to equipped themselves with the foundational knowledge in the field of Decision Making and Business Analytics.
- Senior IT Consultants and Systems Integrators.

### Detailed Information

Course Code	: TN411
Course Duration	: 1 Day Workshop
Course Location	: TLC, Online, and Customer On-site.
Terms & Conditions	: 100% payment in advance.
Course Deliverable	: Comprehensive Student Guide and Course Certificate

**For additional information:**  
please write to us at: [info@tlcpak.com](mailto:info@tlcpak.com)

*Opportunities are made,  
not found*



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*Skills and expertise to help you increase your knowledge in the field of digital technologies*

## Staying ahead of the Competition

In a highly competitive market, staying ahead is crucial. Business Analytics equips decision-makers with insights into market trends and competitor behavior, enabling businesses to proactively adapt and innovate.

In a nutshell, a successful implementation of Business Analytics requires building a data-driven culture within the organization. Encouraging data literacy among employees and promoting data-backed decision-making at all levels strengthens the organization's ability to thrive.

In conclusion, Business Analytics is not merely a tool; it is a powerful enabler of data-driven decision-making. By embracing Business Analytics, organizations can transform data into valuable insights, providing leaders with the clarity and confidence they need to make strategic choices that lead to success. Harness the power of Business Analytics and embrace a future where data illuminates the path to prosperity.



## About the instructor

Training will be delivered by an experienced trainer with 25+ years of career experience imparting education and training services both locally and internationally and have served international enterprise technology vendors including IBM, Fujitsu, and ICL.

Our instructor holds various industry professional certifications in the space of enterprise servers and storage technologies, Information Security, Enterprise Architecture, Blockchain, ITIL, Cloud, Virtualization, Green IT, and a co-author of 10 IBM Redbooks and have developed 70+ courses in the space of Cybersecurity and emerging digital technologies.

## Some of the ways that business analytics can impact decision making in businesses are;

- **Forecasting and Prediction:** Business analytics can help organizations with forecasting future outcomes and making predictions based on historical data. This can involve estimating future sales, finding growth opportunities, and anticipating future market trends.
- **Customer Analytics:** By studying customer data, businesses can better understand the needs, behaviours, and preferences of their customers. This data can be used to enhance customer engagement and loyalty, optimize marketing campaigns, and find new revenue streams.
- **Operational Analytics:** Business analytics can be used to analyze operational data and find process optimization and efficiency improvement opportunities. This can help businesses reduce costs, enhance quality, and increase output.
- **Financial Analytics:** Business analytics can help organizations analyze financial data in order to discover potential risk and opportunity areas. This can involve examining financial performance measures, projecting income and expenses, and identifying cost-cutting opportunities.
- **Competitive Intelligence:** Business analytics can help organizations gain insights into the strategies, strengths, and weaknesses of their competitors. This data can be used to guide business decisions and create competitive and effective strategies.
- **Choose the right platform and partners:** BODs and business executives need to select the appropriate business analytics platform and architecture, that can meet the technical and functional requirements of the business. They need to consider the type of data, the analytical techniques, the data visualization tools, the interoperability, and the scalability of the platform. They also need to choose the right partners and collaborators, that can provide the necessary expertise, resources, and support for the business analytics projects.
- **Implement and scale the solutions:** Business executives need to plan and execute the deployment and integration of the business analytics solutions, in alignment with the business strategy and objectives. They need to ensure the quality, security, and compliance of the solutions, and to provide the necessary training and support for the users and stakeholders. They also need to review and refine the solutions, based on the results and feedback, and to scale and expand them, as needed.
- **Pilot and test the solutions:** Business executives need to design and develop the business analytics solutions strategy, using agile and iterative methods, and to test and validate them in a controlled and realistic environment. They need to measure and monitor the performance, the outcomes, and the impacts of the solutions, and to collect and analyze the feedback and data from the users and stakeholders. They also need to identify and mitigate the risks and issues that may arise during the development and testing phases.

## Why the role of BODs and Business Executives in considering and applying business analytics is crucial?

The role of BODs and business executives in considering and applying business analytics is crucial for the success and sustainability of the organization. They need to:

- **Assess the business needs and opportunities:** BODs and business executives need to identify and prioritize the business problems and opportunities that business analytics can address, and to evaluate the feasibility and viability of the proposed solutions. They need to consider the value proposition, the customer needs, the market potential, the competitive advantage, and the return on investment of the business analytics projects.

To improve the efficiency of the entire business, you need to take the emotion out of strategic decision-making and let data do the talking.

Explore a decision-making model and its process which individuals can follow or imitate to ensure they make the best choice among various options enabling them to design a solution by providing guidelines to help businesses reach a beneficial conclusion.