Faysal Aziz

# Leading with Data

## Analytics for Decision Makers - 1 day

FA-0289 · 1 day

Data & Analytics

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## Introduction

Welcome to our one-day intensive course, tailored specifically for senior managers and decision makers who wish to unlock the power of data analytics in driving business success. In the current digital age, data has emerged as a critical asset in strategic decision-making, offering insights that can lead to improved efficiency, innovation, and customer satisfaction.

This course is designed to demystify the concept of data analytics for a non-technical audience, emphasizing its importance and applicability in various business contexts. By the end of this course, participants will not only understand the fundamental concepts and potential of data analytics but also be equipped with the knowledge to spearhead data-driven initiatives within their organizations.

## Learning outcomes

Participants will:

- Understand the key concepts and importance of data analytics in business.
- Recognize the different forms of data analytics (descriptive, diagnostic, predictive, and prescriptive).
- Identify the stages of the data analytics process and the role of data in decision-making.
- Learn about the common tools and technologies used in data analytics.
- Develop a strategic approach to implement data analytics in their organization.
- Gain insights into real-world applications of data analytics across various industries.
- Evaluate the ethical considerations and challenges in data analytics.

## Prerequisites

This course assumes no prior technical knowledge of data analytics. It is suitable for:

- Senior managers and executives
- Business decision-makers
- Leaders looking to integrate data-driven strategies in their operations

# Training outline

## 1. Introduction to Data Analytics

1. Definition and significance of data analytics in the modern business landscape
2. Evolution of data analytics: From traditional analysis to big data
3. Case studies illustrating the impact of data analytics on business success

## 2. Understanding Different Forms of Data Analytics

1. Descriptive Analytics: What is happening in your business?
2. Diagnostic Analytics: Why is it happening?
3. Predictive Analytics: What is likely to happen in the future?
4. Prescriptive Analytics: What actions should be taken?
5. Discussion on how each form of analytics can be leveraged for strategic advantage

## 3. The Data Analytics Process

1. Overview of the analytics process: From data collection to decision-making
2. Data Collection: Sources and methods
3. Data Cleaning and Preparation: Ensuring accuracy and usability
4. Data Analysis: Techniques and methodologies
5. Data Visualization: Tools and techniques for effective communication of results
6. Decision Support: Turning insights into action

## 4. Tools and Technologies in Data Analytics

1. Introduction to leading data analytics tools and software
2. Brief demos of tools like Excel, Tableau, and introductory concepts of SQL and Python
3. Discussion on choosing the right tool for your business needs

## 5. Implementing Data Analytics in Your Organization

1. Steps to cultivate a data-driven culture in your organization
2. Building or acquiring data analytics capabilities: In-house development vs. outsourcing
3. Integrating data analytics into existing business processes
4. Measuring the success of data analytics initiatives

## 6. Ethical Considerations and Challenges

1. Addressing privacy and ethical concerns in data collection and analysis
2. Managing biases in data and analytics
3. Overcoming common challenges in adopting data analytics

## 7. Closing Remarks and Q&A

1. Summary of key takeaways
2. Open floor for participant questions and answers
3. Discuss next steps and resources for further learning

This comprehensive course aims to empower senior leaders by providing them with the insights and tools needed to harness the potential of data analytics in enhancing their decision-making processes and achieving business objectives.

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