Global Horizon
TRAINING CENTER

Training Course:
Business Analytics

18 - 22 November 2024
London (UK)
Landmark Office Space - Oxford Street

Training Course:
Business Analytics

Training Course code: SC235118 From: 18 - 22 November 2024 Venue: London (UK) - Landmark Office Space - Oxford Street Training Course Fees: 5775 Euro

Introduction:

The field of business analytics has gained significant importance in today's data-driven business landscape. This training program is designed to provide participants with essential knowledge and skills in utilizing data to make informed business decisions. From understanding data collection and analysis to generating actionable insights, this program will empower participants to navigate the complexities of modern business challenges using analytics.

Objectives:

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

- Understand the fundamental concepts of business analytics and its role in decision-making.
- Identify various data sources and collect relevant data for analysis.
- Apply statistical techniques to analyze and interpret data effectively.
- Create meaningful visualizations to communicate insights to stakeholders.
- Utilize business analytics tools to solve real-world business problems.

Target Audience:

- Business professionals looking to enhance their analytical skills.
- Managers and decision-makers seeking data-driven insights.
- Marketing and sales professionals aiming to optimize strategies.
- Operations managers interested in process improvement.
- Anyone interested in leveraging data for effective decision-making.

Outlines:

Day 1:

Introduction to Business Analytics

- Understanding the importance of analytics in business.

- Types of analytics: descriptive, diagnostic, predictive, and prescriptive.
- Key terminology and concepts in business analytics.
- Overview of common business analytics tools and software.

Day 2:

Data Collection and Preparation

- Identifying relevant data sources.
- Data collection methods and best practices.
- Data cleaning and preprocessing techniques.
- Handling missing data and outliers.

Day 3:

Statistical Analysis for Decision-Making

- Introduction to statistical concepts in business analytics.
- Exploratory data analysis EDA techniques.
- Hypothesis testing and its application in business scenarios.
- Regression analysis for understanding relationships between variables.

Day 4:

Data Visualization and Interpretation

- Importance of data visualization in conveying insights.
- Choosing the right visualization for different types of data.
- Creating effective charts and graphs using analytics tools.
- Interpreting visualizations to make informed decisions.

Day 5:

Applying Business Analytics

- Case studies showcasing real-world applications of business analytics.

- Building predictive models for forecasting and trend analysis.
- Optimizing business processes using prescriptive analytics.
- Ethical considerations and data privacy in business analytics.

Registration form on the Training Course: Business Analytics

Training Course code: SC235118 From: 18 - 22 November 2024 Venue: London (UK) - Landmark Office Space - Oxford Street Training Course Fees: 5775 Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.