



*Training Course:
Optimizing Organizational Performance through
Analytics*

*16 - 20 March 2025
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Optimizing Organizational Performance through Analytics

Training Course code: MA235666 From: 16 - 20 March 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 5250 € Euro

Introduction

This training program, designed by **Global Horizon Training Center**, is crafted to equip professionals with the analytical tools and techniques necessary to drive organizational performance. "Optimizing Organizational Performance through Analytics" focuses on leveraging data-driven insights to improve decision-making, streamline operations, and enhance overall efficiency. By integrating theory and practice, this course ensures participants can apply advanced analytics methods to solve real-world challenges and achieve sustainable organizational success.

Objectives

By the end of this course, participants will:

- Understand the fundamentals of organizational analytics and its impact on performance.
- Learn to identify key performance indicators KPIs and set measurable goals.
- Gain expertise in data collection, analysis, and visualization techniques.
- Develop skills to predict trends and make informed strategic decisions.
- Apply advanced analytics tools to enhance productivity and operational efficiency.

Course Methodology

The course employs a blend of instructional methodologies to maximize learning outcomes:

- **Interactive lectures** for foundational knowledge.
- **Hands-on workshops** to apply analytics tools and software.
- **Case studies** to analyze and solve real-world organizational challenges.
- **Group discussions** to encourage knowledge sharing and critical thinking.
- **Project work** to design and present analytics-driven performance strategies.

Organizational Impact

Organizations that adopt this program can expect:

- Enhanced decision-making processes through data-driven insights.
- Improved operational efficiency and resource allocation.
- Higher alignment of organizational goals with measurable outcomes.
- Increased ability to forecast trends and prepare for future challenges.
- A culture of continuous improvement driven by analytics capabilities.

Target Audience

This course is ideal for:

- Business leaders and executives aiming to improve organizational performance.

- Managers and team leaders seeking to leverage analytics in decision-making.
- HR professionals focusing on workforce analytics and performance management.
- Data analysts and professionals involved in performance measurement.
- Consultants and strategists interested in analytics-based optimization.

Detailed Course Outline 5 Days

Day 1: Introduction to Organizational Analytics

- Overview of organizational analytics and its importance.
- Identifying performance metrics and KPIs.
- Basics of data collection and management.
- Tools and software for organizational analytics.

Day 2: Data Analysis and Visualization

- Introduction to statistical methods for analytics.
- Data visualization techniques and storytelling with data.
- Hands-on practice using analytics tools e.g., Power BI, Tableau.
- Interpreting data to derive actionable insights.

Day 3: Predictive Analytics for Strategic Decisions

- Fundamentals of predictive modeling and machine learning.
- Using analytics to forecast trends and performance.
- Case studies on predictive analytics in organizations.
- Building predictive models using provided datasets.

Day 4: Optimizing Organizational Processes

- Identifying inefficiencies and areas for improvement.

- Applying analytics to optimize workflows and resource allocation.
- Techniques for real-time performance monitoring.
- Case studies on operational efficiency improvements.

Day 5: Developing and Implementing Analytics Strategies

- Crafting a data-driven strategy for organizational performance.
- Presenting analytics findings to stakeholders.
- Group project presentations on optimization strategies.
- Feedback, evaluation, and program conclusion.

Registration form on the Training Course: Optimizing Organizational Performance through Analytics

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