Training Course:
Mastering Business Data Collection, Analysis, and Presentation

6 - 10 July 2025
Cairo (Egypt)
Holiday Inn & Suites Cairo Maadi, an IHG Hotel

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Mastering Business Data Collection, Analysis, and Presentation

Training Course code: SC235328 From: 6 - 10 July 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3875 Euro

Introduction:

This training program is designed to equip participants with the essential skills and knowledge required to effectively collect, analyze, and present business data. In today's data-driven business environment, the ability to gather, interpret, and communicate data insights is crucial for making informed decisions and driving organizational success.

Objectives:

- Understand the importance of data in decision-making processes.

- Learn techniques for collecting and organizing business data effectively.

- Develop skills in analyzing and interpreting data to extract actionable insights.

- Gain proficiency in presenting data findings clearly and persuasively to stakeholders.

- Apply data visualization principles to enhance the impact of presentations.

Target Audience:

This training program is suitable for professionals across various industries who work with data or are involved in decision-making processes. It is particularly beneficial for:

- Business analysts

- Data analysts

- Managers and team leaders

- Marketing and sales professionals

- Operations and project managers

- Anyone interested in enhancing their data literacy skills

Outlines:

Day 1:

Introduction to Business Data Analysis

- Understanding the role of data in business decision-making

- Types of data: qualitative vs. quantitative, primary vs. secondary

- Introduction to data collection methods and sources

- Data management and organization best practices

Day 2:

Data Analysis Techniques

- Exploratory data analysis EDA techniques

- Descriptive statistics: measures of central tendency, dispersion, and distribution

- Inferential statistics: hypothesis testing, confidence intervals

- Introduction to data modeling and predictive analytics

Day 3:

Data Visualization and Presentation

- Principles of effective data visualization

- Tools and techniques for creating compelling visualizations

- Designing dashboards for data monitoring and reporting

- Storytelling with data: structuring presentations for maximum impact

Day 4:

Advanced Data Analysis

- Advanced statistical analysis techniques e.g., regression analysis, time series analysis

- Introduction to machine learning concepts and algorithms

- Data mining and pattern recognition

- Ethical considerations in data analysis and interpretation

Day 5:

Hands-on Workshop and Case Studies

- Practical exercises using real-world datasets

- Case studies and group discussions on data analysis challenges and solutions

- Presentation of individual or group projects showcasing data analysis skills

- Review and feedback session

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): ....
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Person Responsible for Training and Development

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