



*Training Course:
Business Intelligence*

*27 - 31 October 2025
Casablanca (Morocco)
New Hotel*

Training Course: Business Intelligence

Training Course code: MA234977 From: 27 - 31 October 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction:

- Define business intelligence and its importance
- Discuss different types of business intelligence tools and techniques
- Review the benefits and challenges of business intelligence
- Explain how to implement a successful business intelligence strategy

Objectives:

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

- Understand the concept and benefits of business intelligence
- Identify and evaluate relevant data sources
- Design and implement a business intelligence strategy
- Analyze and interpret data to inform business decisions
- Communicate findings and recommendations to stakeholders

Target audience:

This training program is designed for business analysts, data analysts, IT professionals, and anyone involved in business intelligence strategy and implementation.

Outlines:

Day 1:

Introduction to Business Intelligence

- Understanding business intelligence: definition, tools, and techniques
- Identifying relevant data sources: internal and external
- Mapping your organization's data landscape

Day 2:

Data Management and Warehousing

- Designing and building a data warehouse
- Data modeling and schema design
- Extract, Transform, Load ETL techniques and best practices

Day 3:

Data Visualization and Reporting

- Choosing the right data visualization tools
- Creating effective visualizations and dashboards
- Best practices for reporting and presenting data

Day 4:

Data Analysis and Interpretation

- Introduction to statistical analysis
- Hypothesis testing and data exploration techniques
- Data mining and machine learning

Day 5:

Case Studies and Wrap-up

- Reviewing real-world examples of successful business intelligence strategies
- Discussing lessons learned and best practices
- Q&A and course evaluation

Registration form on the Training Course: Business Intelligence

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