



*Training Course:
Business Intelligence*

*26 - 30 July 2027
Casablanca (Morocco)*

Training Course: Business Intelligence

Training Course code: MA234977 From: 26 - 30 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 €

Program Introduction

In today's competitive business environment, the ability to gather, analyze, and interpret data is essential for informed decision-making. Business Intelligence BI enables organizations to transform raw data into actionable insights, identify trends, optimize operations, and support strategic planning.

This program provides participants with a comprehensive understanding of BI concepts, tools, and techniques. It covers the end-to-end BI process, from data collection and integration to analysis, visualization, and reporting. Participants will gain practical skills to leverage data effectively, overcome challenges such as data quality and integration, and communicate insights to stakeholders in a clear and impactful manner.

Program Objectives

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

- Understand the core concepts and value of Business Intelligence in modern organizations.
- Identify and evaluate internal and external data sources relevant to BI.
- Apply BI tools and techniques to analyze and interpret business data.
- Design and create effective dashboards and visual reports.
- Communicate insights and recommendations effectively to support decision-making.
- Develop and implement a BI strategy aligned with organizational goals.

Target Audience

This program is designed for:

- Business analysts and data analysts
- IT professionals involved in BI systems
- Managers and decision-makers who rely on data-driven insights
- Professionals responsible for implementing or improving BI initiatives

Outlines

Day 1: Introduction to Business Intelligence

- Understanding the role and importance of BI in organizations

- Overview of BI components: data sources, data warehousing, reporting, and analytics
- Mapping the organization's data landscape
- Introduction to BI tools and platforms

Day 2: Data Collection and Preparation

- Identifying and integrating relevant data sources
- Data cleaning and transformation techniques
- Handling missing or inconsistent data
- Preparing datasets for analysis

Day 3: Data Analysis and Reporting

- Key analytical techniques for BI
- Introduction to dashboards, KPIs, and metrics
- Tools for reporting and business analytics
- Hands-on exercises with BI datasets

Day 4: Data Visualization and Communication

- Principles of effective data visualization
- Using BI tools such as Power BI and Tableau to create dashboards
- Best practices for presenting data to stakeholders
- Translating insights into actionable recommendations

Day 5: BI Strategy and Case Studies

- Developing a BI strategy aligned with business objectives
- Reviewing real-world BI case studies
- Lessons learned and best practices
- Interactive Q&A session and program wrap-up

Registration form on the Training Course: Business Intelligence

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