



*Training Course:
Optimizing Organizational Performance through
Analytics*

*19 - 23 July 2027
Casablanca (Morocco)*

Training Course: Optimizing Organizational Performance through Analytics

Training Course code: MA235666 From: 19 - 23 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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.

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.

Outline

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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