

# aractech

Global Learning for Operational Leaders



LEADERSHIP AND MANAGEMENT | LM-027

## Effective Business Decisions Using Data Analysis

### Contact

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# Course content

## Why Attend

Modern organizations generate large amounts of data, but real value comes from turning that data into smart business decisions. Leaders and managers who understand analytics can improve planning, reduce uncertainty, identify opportunities, and solve problems faster. This course provides participants with practical tools to interpret data, apply statistical thinking, evaluate assumptions, and use predictive analytics to support strategic decision-making.

## Course Methodology

- This course uses an interactive and practical approach through presentations, business cases, analytics exercises, group discussions, practical calculations, dashboards, and real workplace examples.

## Course Objectives

- Understand the role of data in business decision-making
- Apply core analytics concepts to management problems
- Interpret business data using statistics and visualisation
- Evaluate uncertainty and reliability of data insights
- Use hypothesis testing for business decisions
- Apply predictive analytics and forecasting techniques

## Target Audience

- Managers and Supervisors
- Business Analysts
- Finance Professionals
- Operations Managers

# Course outline

## Detailed course outline

Day-by-day outline for Effective Business Decisions Using Data Analysis.

### Day 1 - Foundations of Data-Driven Decision Making

- Importance of data in modern organizations
- Meaning of data analytics and managerial value
- Types of decisions supported by analytics
- Stages of the analytics process
- Common approaches to business analytics
- Challenges in using organizational data effectively

### Day 2 - Understanding and Exploring Business Data

- Different categories of business data
- Collecting, cleaning, and organizing data for analysis
- Introduction to descriptive statistics
- Key measures: mean, median, variance, and distribution
- Understanding variability and data spread
- Identifying patterns, trends, and anomalies

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### Day 3 - Statistical Insight for Business Decisions

- Role of statistics in business analytics
- Sampling concepts and common sampling methods
- Understanding uncertainty in business data
- Normal distribution and probability fundamentals
- Confidence intervals and estimation methods
- Assessing reliability of data conclusions

### Day 4 - Hypothesis Testing and Business Evaluation

- Purpose of hypothesis testing in business decisions
- Creating measurable business hypotheses
- Null versus alternative hypotheses
- Type I and Type II decision errors
- Statistical tests for evaluating assumptions
- Risks of bias and incorrect conclusions

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### Day 5 - Predictive Analytics for Strategic Decisions

- Introduction to predictive analytics and forecasting
- Understanding relationships between business variables
- Correlation and regression for prediction
- Building and interpreting predictive models
- Data mining concepts and business uses
- Identifying opportunities and risks through analytics

## Seminar dates

### Available seminar dates

Live dates and pricing for Effective Business Decisions Using Data Analysis generated from the course details page.

Date	Location	Format	Fee
1 - 5 June 2026	Istanbul	Classroom	€2,695
8 - 12 June 2026	Kuala Lumpur	Classroom	€1,575
15 - 19 June 2026	Amsterdam	Classroom	€2,940
6 - 10 July 2026	London	Classroom	€2,975
20 - 24 July 2026	Kuala Lumpur	Classroom	€1,575
3 - 7 August 2026	Amsterdam	Classroom	€2,975
10 - 14 August 2026	London	Classroom	€2,695

#### Live online option

Online delivery is available at €1,250.