aractech

Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-049

Machine Learning for Business Decision Makers

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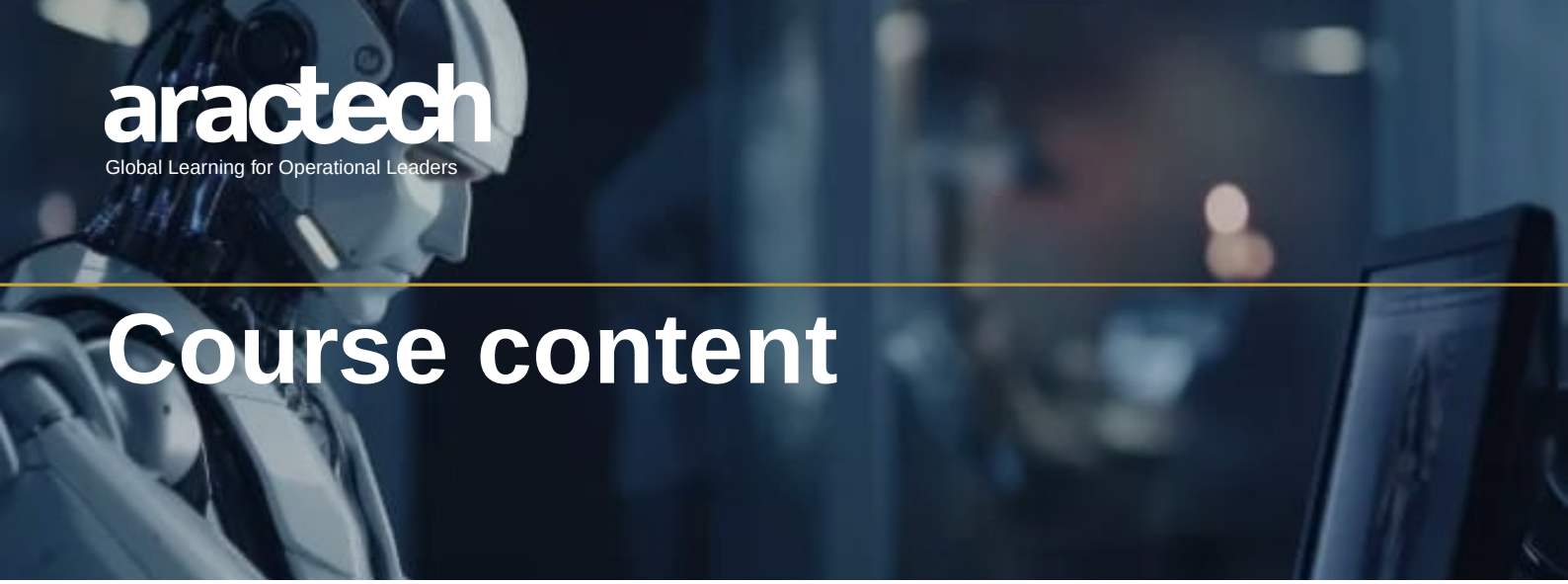

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Course content

Why Attend

Machine learning now drives pricing, fraud detection, demand forecasting, customer retention and many other decisions that directly shape business results. Yet many managers who sponsor these projects do not know how the models work or how to judge them.

Leaders do not need to write code to make good machine learning decisions, but they do need to understand what the technology can and cannot do, what data it needs, and how to tell a reliable model from a misleading one.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Machine Learning for Business Decision Makers.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Senior managers and heads of department

• Business analysts and strategy professionals

• Product owners and digital transformation leads

• Finance, marketing and operations managers



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Course outline

Detailed course outline

Day-by-day outline for Machine Learning for Business Decision Makers.

Day 1 - Machine Learning Explained for Leaders

• 09:00-09:39 | From Rules to Learning: How machine learning differs from traditional programming and why it suits complex, data-rich problems

• 09:39-10:18 | The Machine Learning Landscape: Supervised, unsupervised and reinforcement learning explained with business examples

• 10:18-10:57 | What Machine Learning Can and Cannot Do: Realistic expectations, common myths and the role of human judgement

• 10:57-11:00 | Industry Use Cases: Fraud detection, churn prediction, predictive maintenance, credit scoring and dynamic pricing

• 11:00-11:30 | Coffee break

• 11:30-12:06 | Industry Use Cases: Fraud detection, churn prediction, predictive maintenance, credit scoring and dynamic pricing (continued)

• 12:06-12:44 | The Machine Learning Workflow: Problem framing, data preparation, training, evaluation, deployment and monitoring

• 12:44-13:22 | Key Vocabulary: Features, labels, training and test sets, overfitting, bias and variance in plain language

• 13:22-14:00 | Discussion: Participants list decisions in their own area that could benefit from prediction



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Day 2 - Data: The Fuel for Machine Learning

• 09:00-09:30 | What Data Machine Learning Needs: Volume, variety, history and labelled outcomes required for different problems

• 09:30-10:00 | Data Quality Essentials: Missing values, errors, duplicates and inconsistent definitions and their effect on results

• 10:00-10:30 | Feature Engineering for Managers: How raw data is turned into meaningful signals and why domain knowledge matters

• 10:30-11:00 | Data Bias and Representativeness: How unbalanced or historical data leads to unfair or wrong predictions

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Data Privacy and Consent: Legal and ethical limits on using personal data for model training

• 12:00-13:00 | Data Readiness Assessment: A practical checklist to judge whether a use case has the data it needs

• 13:00-14:00 | Exercise: Assess the data readiness of three candidate use cases



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Day 3 - Core Algorithms and No-Code Model Building

• 09:00-09:30 | Regression Models: Predicting numbers such as sales, costs and demand, and reading the results

• 09:30-10:00 | Classification Models: Decision trees, random forests and gradient boosting for yes-or-no decisions

• 10:00-10:30 | Clustering and Segmentation: Finding natural customer or asset groups without predefined labels

• 10:30-11:00 | Recommendation and Anomaly Detection: How recommendation engines and outlier detection create value

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Recommendation and Anomaly Detection: How recommendation engines and outlier detection create value (continued)

• 12:00-12:30 | Introduction to Deep Learning: When neural networks are worth their extra complexity

• 12:30-13:30 | Hands-on No-Code Lab: Build and compare models using a visual machine learning platform

• 13:30-14:00 | Explaining Model Decisions: Feature importance and simple explanations for non-technical stakeholders



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Day 4 - Evaluating Models and Avoiding Costly Mistakes

• 09:00-09:34 | Performance Metrics: Accuracy, precision, recall, F1 score, ROC curves and error measures for regression

• 09:34-10:08 | The Accuracy Trap: Why a 95 percent accurate model can still be useless, with real examples

• 10:08-10:42 | Linking Metrics to Money: Translating false positives and false negatives into business cost

• 10:42-11:00 | Overfitting and Validation: Cross-validation, hold-out tests and back-testing explained

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Overfitting and Validation: Cross-validation, hold-out tests and back-testing explained (continued)

• 11:46-12:20 | Fairness and Ethics Checks: Testing models for unintended discrimination

• 12:20-12:53 | Model Monitoring After Launch: Drift, retraining triggers and performance dashboards

• 12:53-14:00 | Case Study: Reviewing a vendor's model proposal and deciding what questions to ask



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Day 5 - Leading Machine Learning Projects to Business Value

• 09:00-09:54 | Prioritising Use Cases: A value-versus-feasibility matrix for building a machine learning portfolio

• 09:54-10:48 | Building the Business Case: Costs, benefits, payback period and risk-adjusted value

• 10:48-11:00 | Team Roles and Skills: Data scientists, data engineers, ML engineers, domain experts and product owners

• 11:00-11:30 | Coffee break

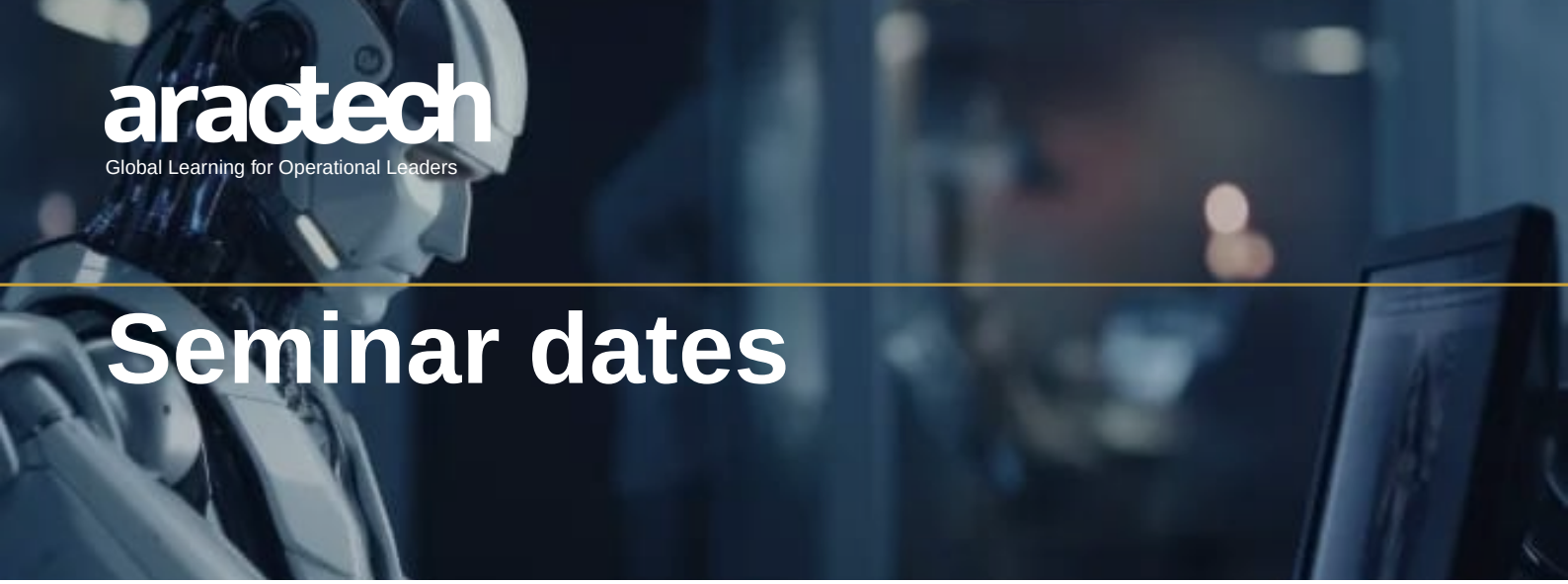
• 11:30-11:45 | Team Roles and Skills: Data scientists, data engineers, ML engineers, domain experts and product owners (continued)

• 11:45-12:39 | Build, Buy or Partner: Choosing between in-house development, cloud AutoML and specialist vendors

• 12:39-13:06 | Agile Delivery for Machine Learning: Pilots, minimum viable models and scaling successful solutions

• 13:06-13:33 | Change Management and Adoption: Getting staff to trust and use model-driven decisions

• 13:33-14:00 | Capstone: Participants present a machine learning business case for their own organisation



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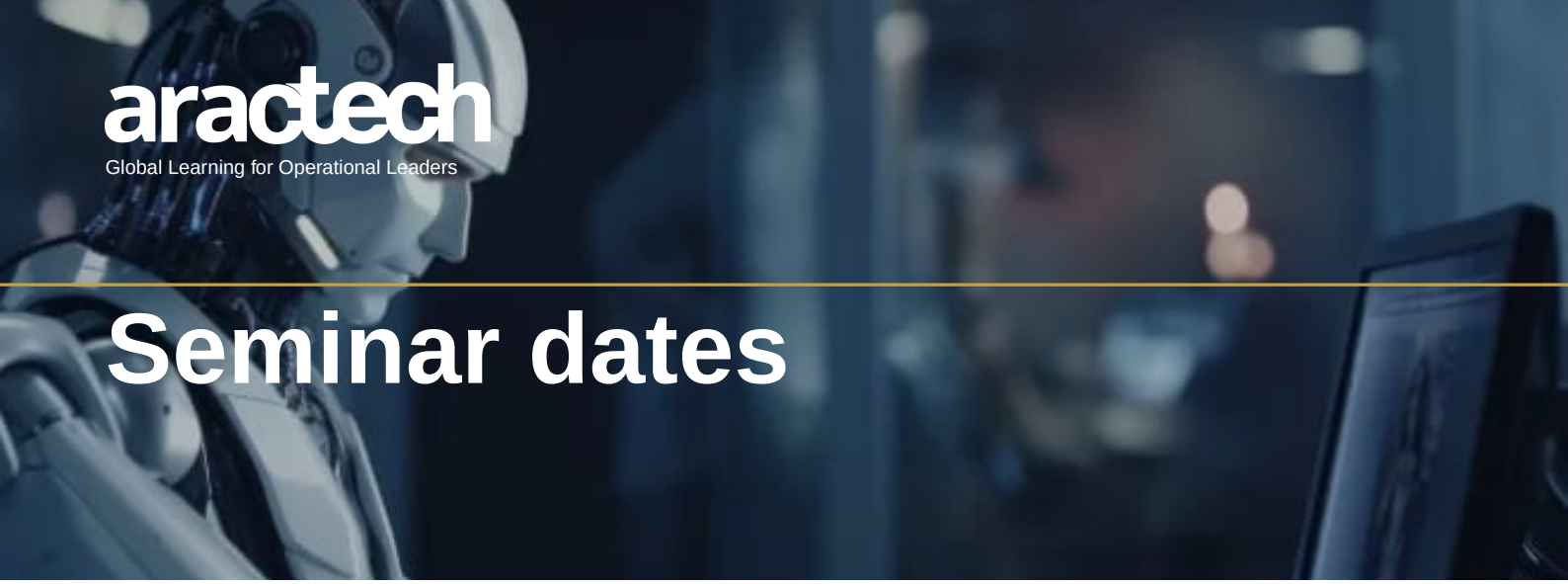
Seminar dates

Available seminar dates

Live dates and pricing for Machine Learning for Business Decision Makers generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Cape Town	Classroom	**€1,895**
11 - 15 January 2027	Malmo	Classroom	**€3,400**
18 - 22 January 2027	Dubai	Classroom	**€2,745**
25 - 29 January 2027	Barcelona	Classroom	**€2,175**
1 - 5 February 2027	Cape Town	Classroom	**€1,895**
8 - 12 February 2027	Frankfurt	Classroom	**€2,215**
15 - 19 February 2027	Copenhagen	Classroom	**€3,400**
22 - 26 February 2027	Kuala lumpur	Classroom	**€2,425**
1 - 5 March 2027	London	Classroom	**€2,815**
8 - 12 March 2027	Oslo	Classroom	**€4,200**



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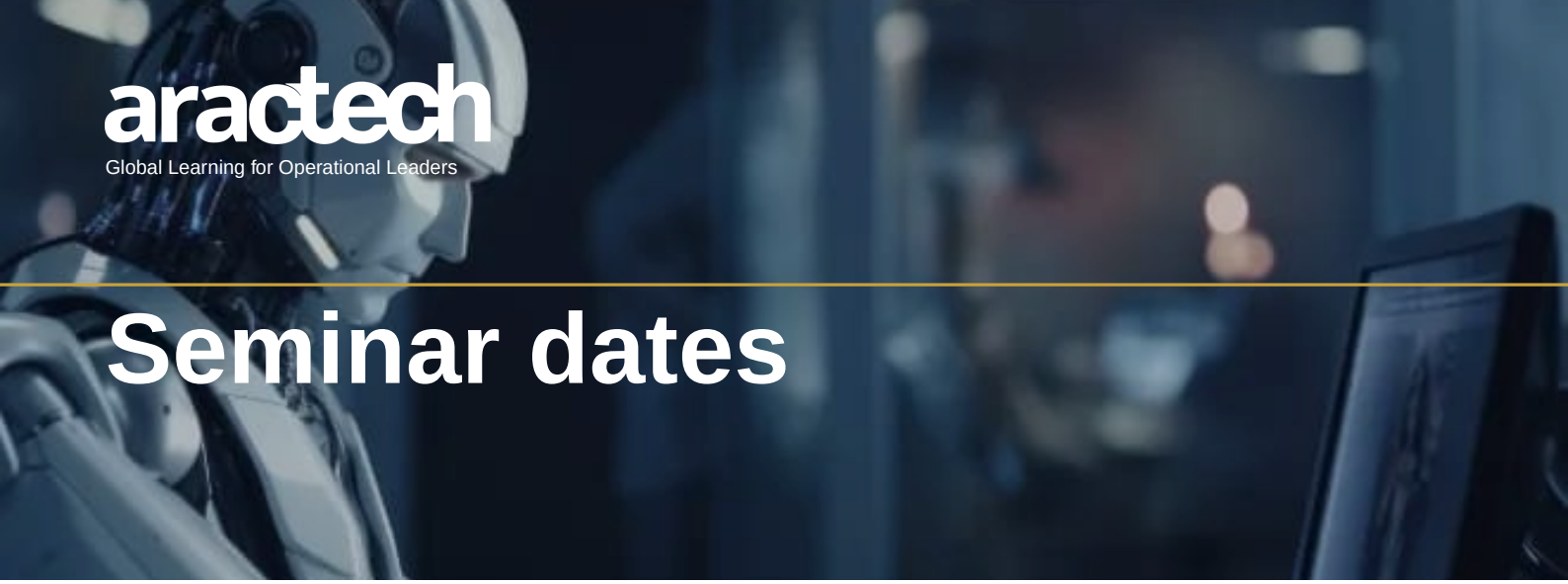
22 - 26 March 2027	Cape Town	Classroom	**€1,895**
5 - 9 April 2027	Paris	Classroom	**€2,210**
12 - 16 April 2027	Dubai	Classroom	**€2,745**
19 - 23 April 2027	Amsterdam	Classroom	**€2,415**
26 - 30 April 2027	Dubai	Classroom	**€2,745**
3 - 7 May 2027	Dublin	Classroom	**€3,360**
10 - 14 May 2027	Cape Town	Classroom	**€1,895**
17 - 21 May 2027	Istanbul	Classroom	**€2,250**
24 - 28 May 2027	Dubai	Classroom	**€2,745**



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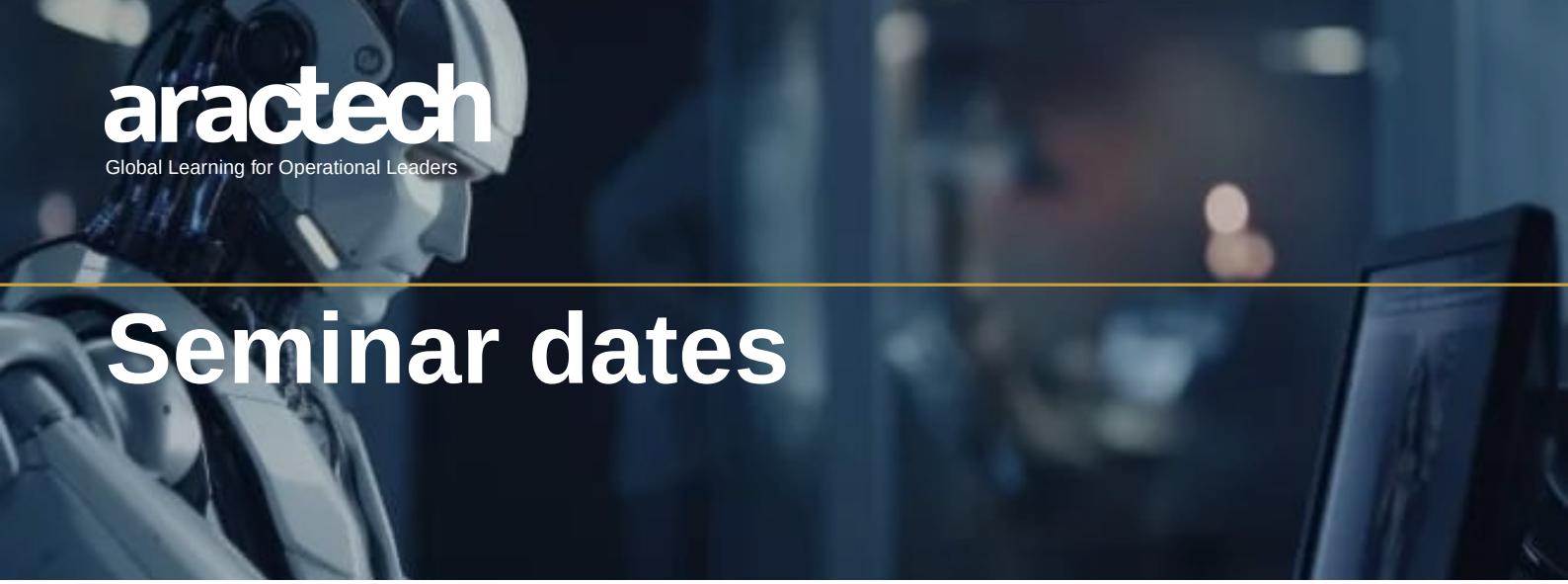
21 - 25 June 2027	Frankfurt	Classroom	**€2,215**
5 - 9 July 2027	Dubai	Classroom	**€2,745**
12 - 16 July 2027	Kuala lumpur	Classroom	**€2,425**
19 - 23 July 2027	Manchester	Classroom	**€3,360**
26 - 30 July 2027	Liverpool	Classroom	**€3,360**
2 - 6 August 2027	Dubai	Classroom	**€2,745**
9 - 13 August 2027	Cape Town	Classroom	**€1,895**
16 - 20 August 2027	Paris	Classroom	**€2,210**



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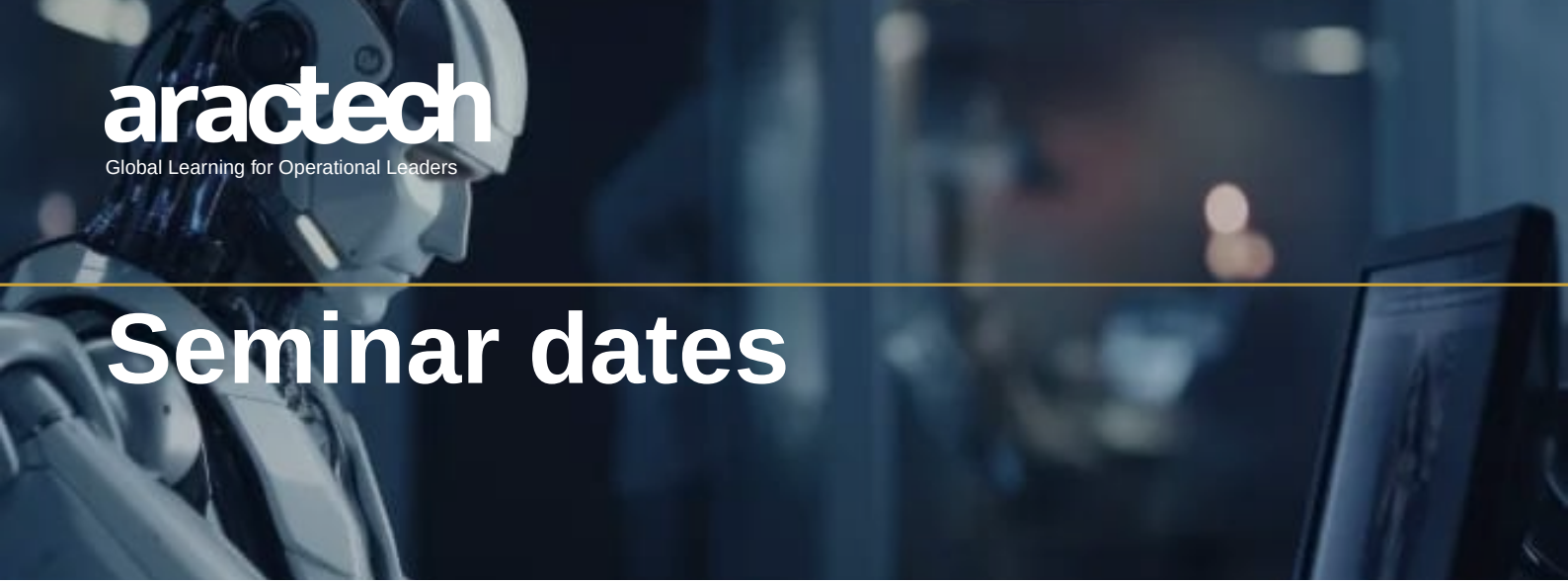
13 - 17 September 2027	Dubai	Classroom	**€2,745**
20 - 24 September 2027	London	Classroom	**€2,815**
4 - 8 October 2027	Cape Town	Classroom	**€1,895**
11 - 15 October 2027	Istanbul	Classroom	**€2,250**
18 - 22 October 2027	Dubai	Classroom	**€2,745**
25 - 29 October 2027	Brussels	Classroom	**€3,400**
1 - 5 November 2027	Cape Town	Classroom	**€1,895**
8 - 12 November 2027	Frankfurt	Classroom	**€2,215**



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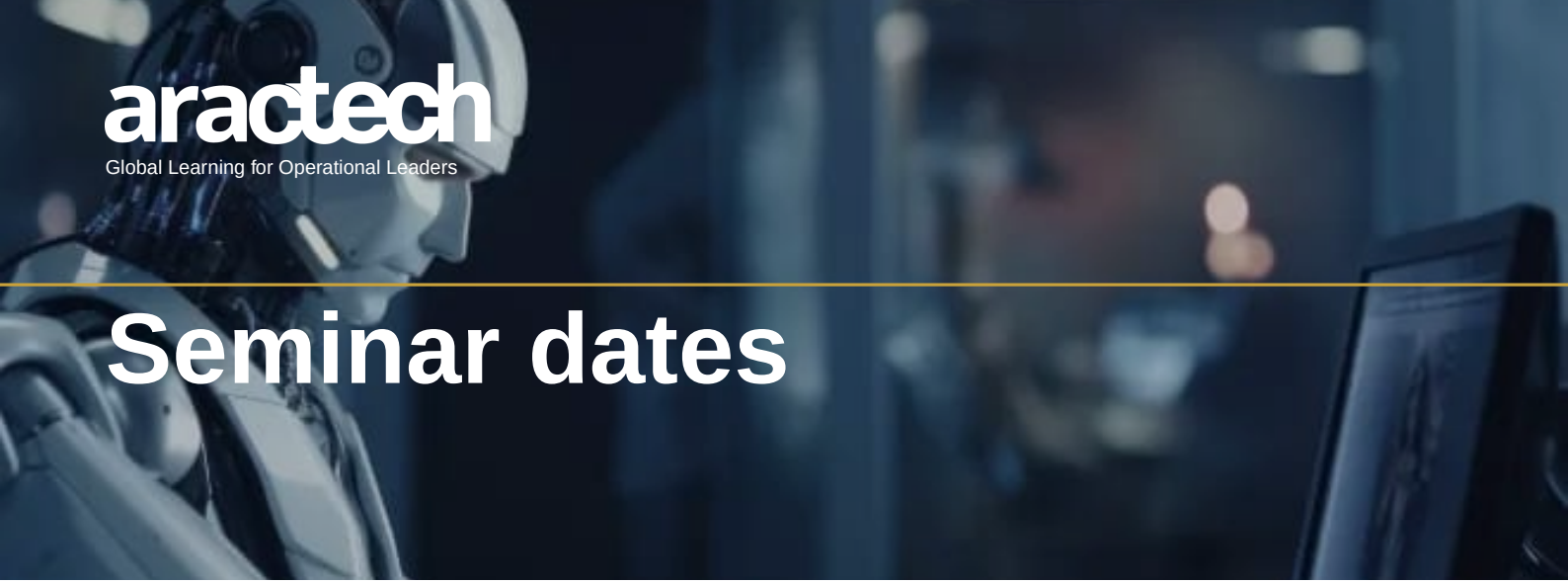
20 - 24 December 2027	Dubai	Classroom	**€2,745**
27 - 31 December 2027	Cape Town	Classroom	**€1,895**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
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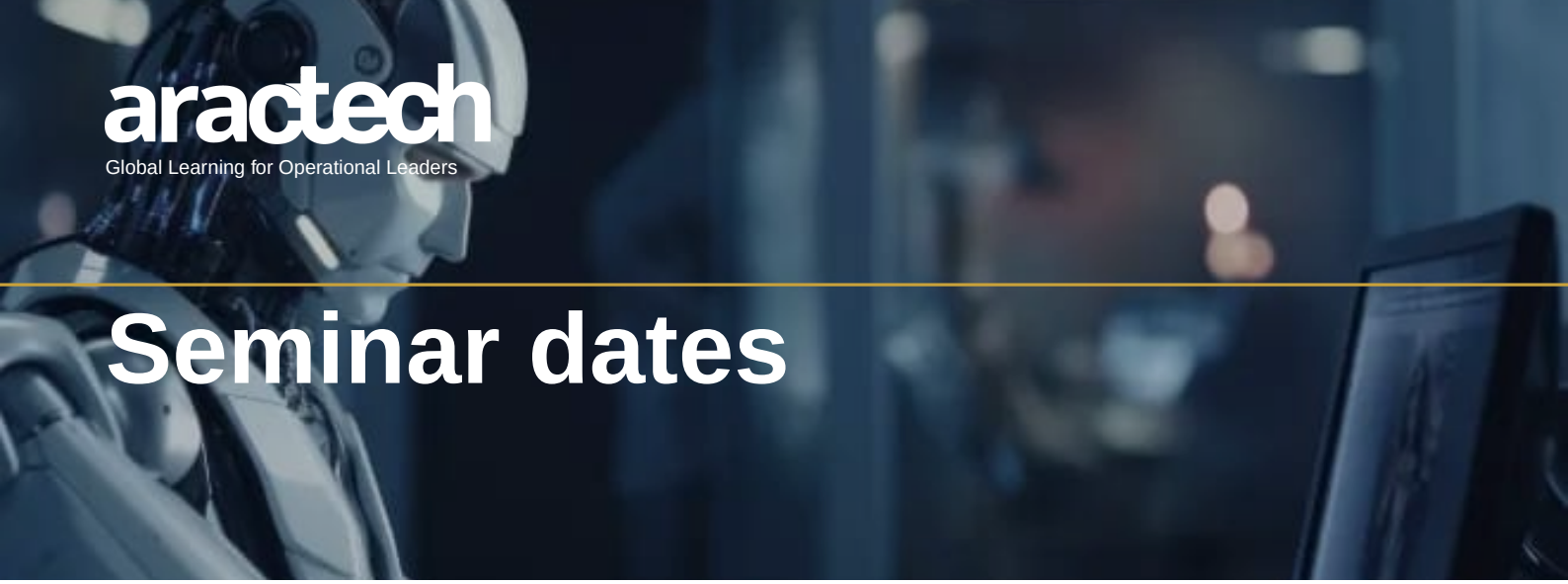

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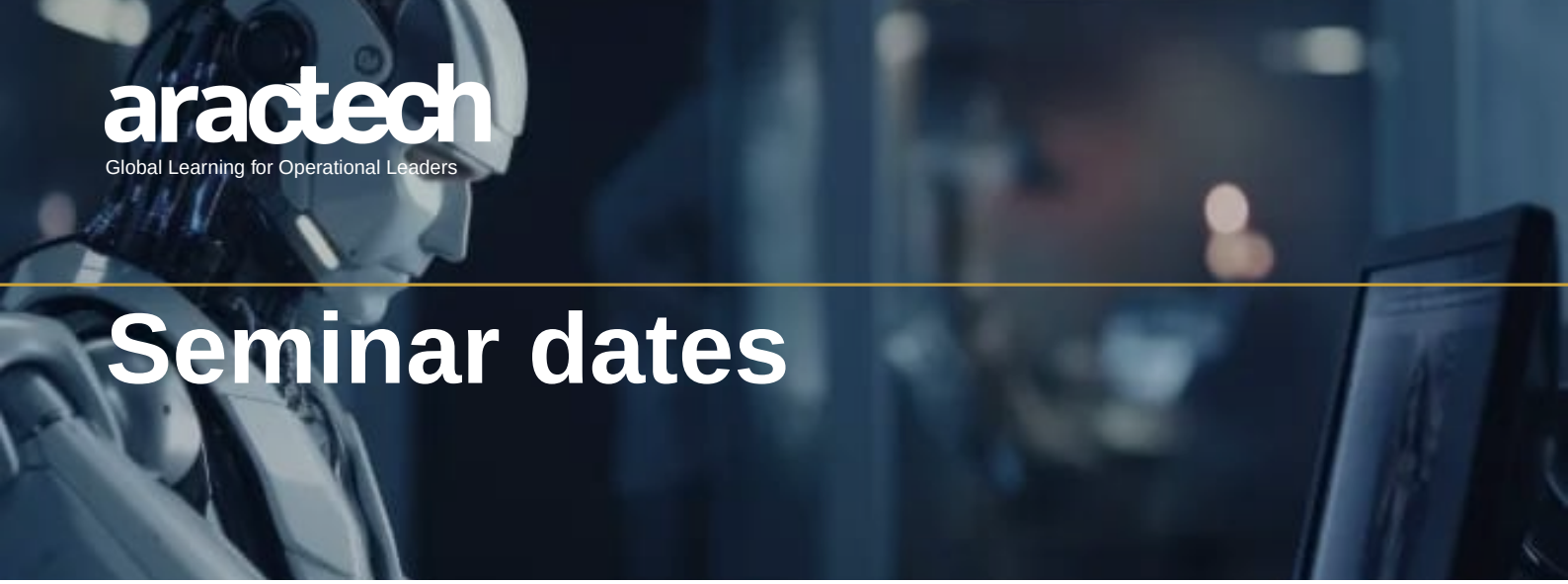

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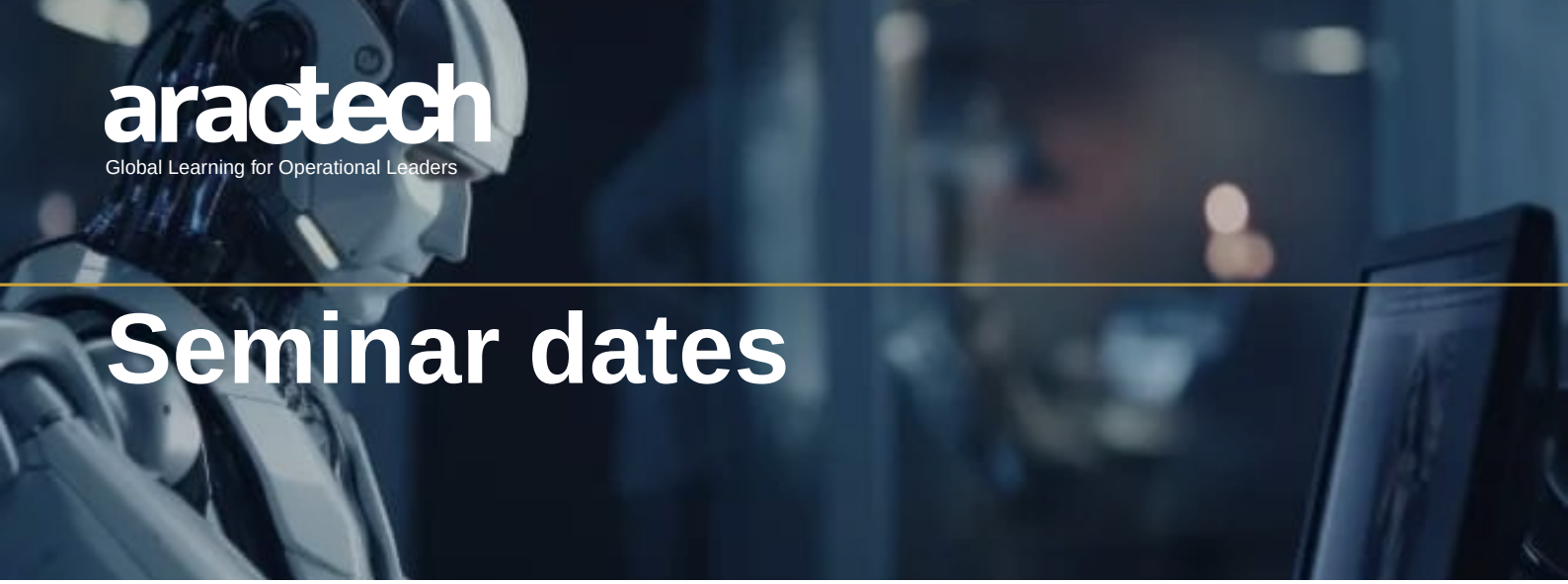

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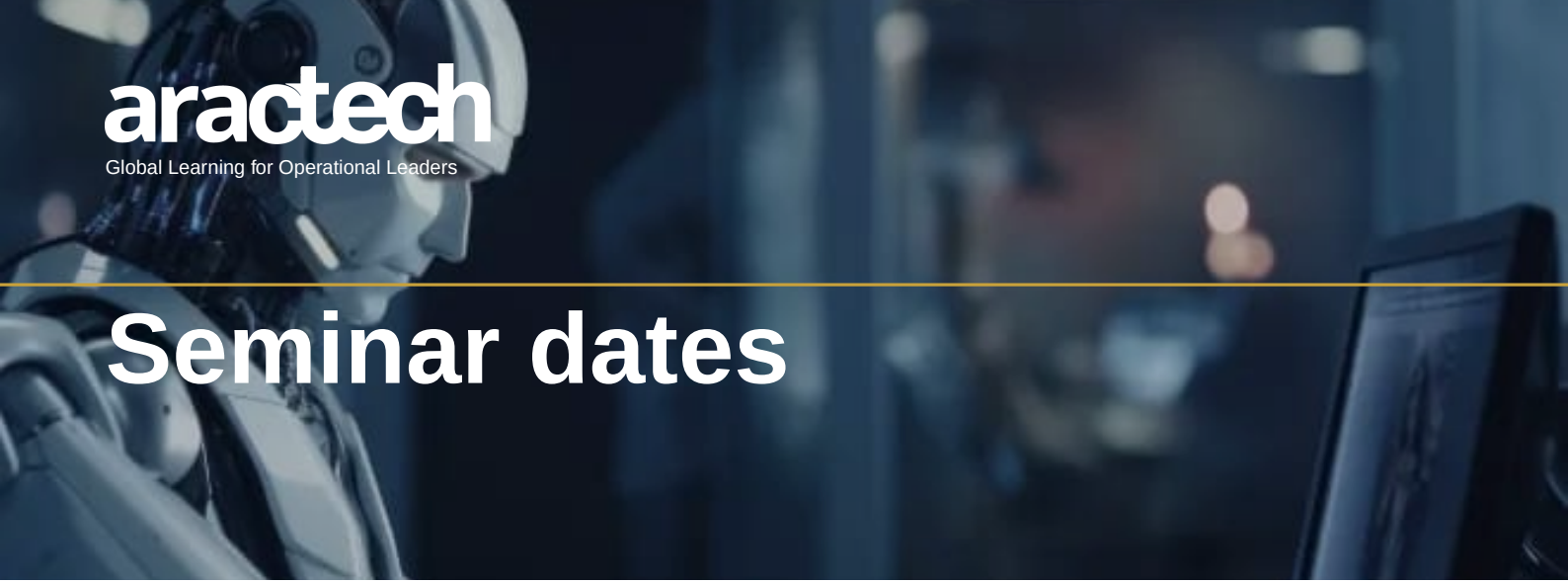

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