



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-026

Statistics for Data-Driven Decisions

Contact

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Course content

Why Attend

Many business decisions rely on data, but misunderstanding statistics leads to wrong conclusions. Professionals need practical statistical literacy to analyse data and challenge claims.

This Aractech course covers descriptive statistics, probability, distributions, sampling, confidence intervals, hypothesis testing, correlation, regression and common pitfalls, with business examples and spreadsheet exercises.

Course Methodology

- Concept explanations
- Spreadsheet exercises
- Business case examples
- Group problem-solving
- Quizzes

Course Objectives

- Summarise data with descriptive statistics
- Understand probability and distributions
- Apply sampling and confidence intervals
- Conduct and interpret hypothesis tests
- Use correlation and regression
- Avoid common statistical mistakes

Target Audience

- Business analysts
- Managers using data

Course content

- Quality and operations professionals
- Marketing analysts

Course outline

Detailed course outline

Day-by-day outline for Statistics for Data-Driven Decisions.

Day 1 - Describing Data

- 09:00-09:39 | Data types
- 09:39-10:18 | Central tendency
- 10:18-10:57 | Variation
- 10:57-11:00 | Visualisation
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Visualisation (continued)
- 12:05-12:43 | Outliers
- 12:43-14:00 | Lab: Descriptive statistics

Day 2 - Probability and Distributions

- 09:00-09:45 | Probability basics
- 09:45-10:30 | Normal distribution
- 10:30-11:00 | Other distributions
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Other distributions (continued)
- 11:45-12:30 | Business applications
- 12:30-14:00 | Exercise: Probability problems

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Day 3 - Sampling and Inference

- 09:00-09:45 | Sampling methods
- 09:45-10:30 | Sampling error
- 10:30-11:00 | Confidence intervals
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Confidence intervals (continued)
- 11:45-12:30 | Sample size
- 12:30-14:00 | Lab: Confidence intervals

Day 4 - Hypothesis Testing

- 09:00-09:39 | Hypotheses
- 09:39-10:18 | Significance
- 10:18-10:57 | t-tests
- 10:57-11:00 | Chi-square
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Chi-square (continued)
- 12:05-12:43 | A/B testing
- 12:43-14:00 | Lab: Hypothesis tests

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Day 5 - Relationships and Pitfalls

- 09:00-09:54 | Correlation
- 09:54-10:48 | Regression
- 10:48-11:00 | Causation
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Causation (continued)
- 12:12-13:06 | Common mistakes
- 13:06-14:00 | Capstone: Statistical analysis report

Seminar dates

Available seminar dates

Live dates and pricing for Statistics for Data-Driven Decisions generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Amsterdam	Classroom	€2,830
16 - 20 November 2026	Amsterdam	Classroom	€2,830
7 - 11 December 2026	London	Classroom	€2,315
21 - 25 December 2026	London	Classroom	€2,315
18 - 22 January 2027	Frankfurt	Classroom	€1,875
15 - 19 February 2027	Rome	Classroom	€3,460
15 - 19 March 2027	Kuala Lumpur	Classroom	€1,925
19 - 23 April 2027	London	Classroom	€2,315
17 - 21 May 2027	Rome	Classroom	€3,460
21 - 25 June 2027	Geneva	Classroom	€4,315

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Date	Location	Format	Fee
19 - 23 July 2027	Madrid	Classroom	€3,400
16 - 20 August 2027	London	Classroom	€2,315
20 - 24 September 2027	Frankfurt	Classroom	€1,875
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	Istanbul	Classroom	€1,978
20 - 24 December 2027	Rome	Classroom	€3,460
2 - 6 November 2026	Online / Live	Online / Live	€1,815
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815

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18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
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