

DATA ANALYSIS FOR BUSINESS PLANNING & MANAGEMENT

This course on Data Analytics for Business Planning & Management, is designed to equip participants with the knowledge and skills to utilize data analysis techniques to inform and optimize business planning and decision-making processes. The focus is on extracting actionable insights from various data sources to guide strategic direction, market analysis, operational efficiency, and overall business management

Learning Objective

At the end of this course participants will::

Data Collection and Cleaning:

Descriptive Statistics

Data Visualization

Predictive Modeling

Customer Analytics

Financial Analysis

Business Case Development

Learning Contents

Identify distinct customer segments to tailor marketing campaigns and product offerings.

Analyze price elasticity to determine optimal pricing strategies for products and services.

Forecast demand to optimize inventory levels and reduce costs.

Identify bottlenecks and inefficiencies in business processes to improve productivity.

Utilize data to identify potential risks and mitigate their impact on business operations.

Who Should Attend:

Managers in Sales & Marketing as well as other managers and executives seeking to leverage data-driven decision making.

Physical	Virtual (local)	Virtual (International)
# 250,000.00	# 209,900.00	\$ 165.00

Dates:

February 10 – 12,

June 15 – 17,

October 14 – 16, 2026.