



Management And Leadership

Data-Based Decisions Making

Course Introduction

Today, data literacy is an essential business skill. Managers and leaders need to understand the characteristics and applications of data sets in order to communicate effectively with their teams and make important decisions for their organization. This training course is designed to provide leaders, senior managers, and professionals with the tools that will enable them to make data-driven decisions and develop strategies for using data in organizational planning. This course will enable them to improve their data literacy and get essential insights, tools, and vocabulary you need to thrive in today's data-focused business environment.

Target Audience

This course is suitable to a wide range of professionals but will greatly benefit:

- Business Leaders and Executives
- Management Professionals
- Team leaders
- Supervisors

Learning Objectives

By the end of this training course, participants will be able to:

- Gain a comprehensive understanding of the concept of data-driven decision making and the Analytics Process Model.
- Identify a process to effectively use data to make decisions
- Define a well-defined problem that leads to the analysis plan

- Integrate the problem, analysis plan, data collected, and analysis results to make a well-informed decision
- Evaluate alternatives based on the analysis
- Prepare to communicate the decision to stakeholders
- Apply data to improve their organization's effectiveness, launch new products and services, or both
- Present concepts for data-driven projects to senior management, clients, or business partners

Course Outline

• 01 Day One

Overview of Data-Driven Decision Making

- What Is Data-Driven Decision Making?
- The Decision-Making Process
- Data-Driven Decision Making and the APM

How Data Helps in Decision Making

- The different types of data most important to managers and leaders
- Key data-related concept
- data quality
- interoperability
- data security
- Using data to improve organizational operations through better planning, marketing, production, and more
- How companies use data to build new products and services in various sectors
- Relevant, high-value sources for government, business, and NGO datasets
- Customer segments and personas to identify opportunities for data-driven decision making
- Value proposition canvas for using data to achieve organizational goals

• 02 Day Two

Analytic and data publishing tools

- Machine Learning and Data Analytics
- Data-Centric Approach to Business
- Predictive Modeling for Decision Making
- Causal Modeling and Measuring Impact
- Artificial Intelligence and Deployment of Solutions in Business
- Decision Modeling and Computation
- Dynamic Decision Making under Uncertainty
- Algorithmic Decision Making
- Risk Analysis and Mitigation
- Contract Design and Negotiation Analysis

Defining the Problem

- Define the Problem
- Identifying Stakeholders
- Developing the Questions
- Identifying Risk and Uncertainty

• 03 Day Three

Analyzing and Understanding the Data

- Conduct Analysis
- Creating an Analysis Plan
- Gathering Data
- Analyze Data

Evaluating the Alternatives

- Evaluate
- Identify Alternatives
- Cognitive Bias
- Evaluate Alternatives

Communicating the Decision

- Planning the Communication
- Defining the Communication Goal

- Communicating the Decision
- Revisiting the General Decision Support Model

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 20, 2025	April 22, 2025	3 days	3250.00 \$	KSA - Riyadh
Aug. 18, 2025	Aug. 20, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Oct. 27, 2025	Oct. 29, 2025	3 days	3250.00 \$	UAE - Dubai