



Digital Transformation and Innovation

Strategic Data Analysis for Executive Decision-Making

Course Introduction

In an increasingly complex and competitive global landscape, data is no longer just a support tool—it is a strategic asset. Leaders and managers today are expected not only to understand the numbers but also to interpret, evaluate, and act on them with precision and speed. This 3-day intensive program, **Strategic Data Analysis for Executive Decision-Making**, is designed to bridge the gap between raw data and confident leadership decisions.

Participants will explore the essential frameworks, tools, and techniques used to convert data into actionable insights. From descriptive summaries and diagnostic exploration to forward-looking predictive models and prescriptive strategies, the course delivers a well-rounded toolkit for executives and decision-makers. Interactive sessions, real-world case studies, and hands-on exercises using Excel and Power BI ensure that learning is directly applicable to everyday business challenges.

Whether you are steering a department, influencing board-level decisions, or shaping organizational strategy, this course will elevate your ability to lead through insight, not instinct.

Target Audience

- Senior and mid-level managers aiming to enhance their strategic impact.
- Business unit leaders and department heads responsible for performance results.
- Business analysts and professionals involved in planning, reporting, or data interpretation.
- Project managers, consultants, and executives who influence organizational decision-making.

Learning Objectives

- Understand the role of data analysis in strategic and operational decision-making.
- Differentiate and apply the four types of analytics: descriptive, diagnostic, predictive, and prescriptive.
- Utilize Excel and Power BI to visualize and interpret key business metrics.
- Uncover hidden patterns and correlations to understand the “why” behind business outcomes.
- Translate complex datasets into clear, actionable insights for various stakeholders.
- Make data-backed strategic recommendations to improve organizational performance.

Course Outline

- **DAY 01**

Data as a Strategic Resource

- The Modern Role of Data in Management
- Strategic thinking in the age of analytics
- Data literacy for non-technical leaders

Descriptive Analytics: Understanding the Past

- Aggregating, summarizing, and visualizing key data points
- Using Excel for dashboards, summaries, and charts

Foundations of Data Quality and Collection

- Identifying reliable data sources
- Ensuring accuracy and relevance in decision contexts

- **Day 02**

Moving from Insight to Foresight

- Diagnostic Analytics: Exploring the Why
- Root cause analysis using real-world examples
- Differentiating correlation vs. causation

Predictive Analytics: Looking Ahead

- Forecasting trends and scenarios
- Regression analysis basics using Power BI or Excel tools

Applied Business Case

- Working through a live case study to interpret diagnostic and predictive results

- **Day 03**

Actionable Intelligence for Strategic Decisions

- Prescriptive Analytics: The What-Now Approach
- Optimization techniques and scenario planning
- Making resource allocation decisions with confidence

Strategic Alignment and Decision-Making

- Linking data analysis to corporate strategy and KPIs
- Communicating data stories to influence leadership

Capstone Group Exercise

- Participants develop and present a strategic recommendation based on multi-layered data analysis

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 20, 2025	May 22, 2025	3 days	3250.00 \$	UAE - Dubai
Aug. 25, 2025	Aug. 27, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Nov. 3, 2025	Nov. 5, 2025	3 days	3950.00 \$	Netherlands - Amsterdam