



Digital Transformation and Innovation

## Analytical Tools and Techniques

## Course Introduction

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Analytical tools and techniques are vital for strategic business analysis, customer analysis, and data analysis, as they empower organizations to make data-driven decisions, gain a competitive edge, reduce costs, enhance the customer experience, manage risks, allocate resources efficiently, drive innovation, measure performance, target marketing efforts, and plan for scalability and growth. In today's data-driven business environment, these tools are essential for staying competitive, adapting to changing markets, and delivering superior products and services.

This course is designed to provide participants with a robust foundation in analytical tools and techniques that can be applied in diverse business contexts. It covers industry analysis, strategic analysis, external business environment analysis, customer requirements analysis, and data analysis. This course will aid in strengthening the capacity of participants to use data analysis for informed decision-making and strategy development.

## Target Audience

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Business and technology leaders

- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants
- Marketing Development Manager

# Learning Objectives

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- Gain a comprehensive understanding of the broad spectrum of analytical tools suitable for various analytical scenarios, including industry analysis, strategic analysis, external business environment analysis, customer requirements analysis, and data analysis. Understand when and how to apply these tools effectively in different contexts.
- Identify and evaluate industry trends, competitive forces, and strategic opportunities for their organizations through industry and strategic analysis models.
- Assess and analyse the external business environment comprehensively by examining political, economic, social, technological, environmental, and legal factors (PESTEL analysis) and understanding their impact on organizational strategies.
- Analyse customer requirements effectively through segment and target customer groups, understand their needs, preferences, and behavior, and align products and services accordingly to enhance customer satisfaction and loyalty.
- Explore concepts and tools for effective data analysis such as data sources, data cleaning, exploratory data analysis (EDA), statistical techniques, and the ability to extract actionable insights from data.

# Course Outline

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- **Day 01**

- STRATEGIC TOOLS**

- STEEP and PEST for broad environmental scans to facilitate external thinking
    - Porter's Five Forces to better understand an industry around those forces that define every industry
    - SWOT for assessing the internal strengths and weaknesses of a company and the external threats and opportunities
    - McKinsey 7 S Model for assessing an organization in terms of 7 parameters
    - Ansoff Matrix for evaluating your strategy against the marketplace

- **Day 02**

## **STRATEGIC TOOLS**

- SPACE Matrix for evaluating different strategies around four parameters
- QSPM Model for evaluating different strategies based on 10 to 20 factors

## **ANALYTICAL TOOLS AND TECHNIQUES FOR CUSTOMER SERVICE**

- The Kano Model to better understand customer requirements
- The use of segmentation to improve strategic focus
- Assigning values to customers to distinguish profitable customers from unprofitable customers

### **• Day 03**

## **ANALYTICAL TOOLS AND TECHNIQUES FOR CUSTOMER SERVICE**

- How to use a ranking table based on customer expectations
- The Quality Function Deployment model for translating customer requirements into design processes
- Generating new ways of satisfying customers by using the Buyer Utility Map
- Conducting customer surveys

### **• Day 04**

## **DATA ANALYSIS WITH STATISTICS**

- Different approaches for analysing large volumes of data
- Identifying important quality control practices related to databases
- Methods and techniques for reducing errors and missing data in surveys
- Quantitative vs. Qualitative and Discrete vs. Continuous
- Methods and techniques of expressing a distribution of data visually

### **• Day 05**

## **DATA ANALYSIS WITH STATISTICS**

- Three important measures for describing a distribution
- Four different levels of measurement that are commonly applied in statistics
- Three methods and techniques of expressing correlations in data
- Regression analysis and express linear relationships

# Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2025	Dec. 18, 2025	5 days	4250.00 \$	Qatar - El Doha