BOOST
THE LEADING TRAINING PROVIDER

Digital Transformation and Innovation

Data Mining and Business Intelligence

Course Introduction

Companies, businesses and organizations all have establish goals and results they want to reach. Gathering and analyzing data is essential to monitor the performance and determine the actions needed to reach the fullest result. Today, most of the companies across the world are spending millions to master the technique of collecting, comprehending, analyzing and monetizing data through business intelligence. Business intelligence (BI) combines business analytics, data mining, data visualization, data tools and infrastructure, and best practices to help organizations to make more data-driven decisions.

This course is designed to provide participants with the relevant knowledge of the forms and architecture of business intelligence. The course introduces data mining, as it is used to support business intelligence through analyzing vast amounts of data to produce information and recommendations.

Target Audience

This BOOST training course is designed for professionals handling functions related to analyzation and gathering of data as tools for decision-making and monitoring of performance such as managers, executives, Data Scientists, Data Analysts, Business Analysts, and anyone seeking to widen their understanding of business intelligence and data mining.

Learning Objectives

- Gain a comprehensive understanding of how business intelligence help organizations make operational and strategic decisions.
- Understand the mechanics and architecture behind business intelligence and data mining.

- Use data-based tools to make more accurate and timely decisions
- Identify and utilize data mining techniques for predictive analysis, to assist in making decisions about the present and predicting future events.
- Visualize data using business intelligence and data mining visualization methods and tools.

Course Outline

- **Day 01**

  Introduction to Business Intelligence

  - Defining Business Intelligence
  - The Business Intelligence Process
  - Business Intelligence Concept and Platform Capabilities
  - Business Performance Management System
  - Business Intelligence and Data Mining Applications

- **Day 02**

  Working with Data

  - Defining Data Mining
  - Data Mining Techniques
  - Data Warehousing
  - Data Mining Tools, Methods and Techniques
  - Cleaning and Transforming Data
  - Shaping and combining data
  - Enhancing the data model
  - Custom graphics and charts and maps

- **Day 03**

  Data Analysis

- ◦   Data Analysis Expression (DAX)
- ◦   Factor Analysis
- ◦   Analyzing data through power pivot
- ◦   Analyzing data with power view and power map
- ◦   Cluster Analysis and Multidimensional Scaling

Confirmed Sessions

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