



Digital Transformation and Innovation

Data-Driven Decision Making for Managers

Course Introduction

In today's fast-paced business environment, making informed decisions based on data is essential. **BOOST** presents this **five-day immersive training** designed to equip managers with the knowledge and tools needed to leverage data for smarter, more effective decision-making. This course covers the fundamentals of data analytics, visualization techniques, and how to translate insights into strategic action.

Target Audience

- Managers and team leaders from various industries.
- Professionals looking to enhance their analytical capabilities.
- Decision-makers responsible for business strategy and performance.
- Anyone eager to use data to drive better business outcomes.

Learning Objectives

- Understand the significance of data-driven decision-making.
- Identify key metrics and KPIs that drive business success.
- Interpret and visualize data to uncover insights.
- Utilize data analytics tools to enhance decision-making.
- Foster a data-driven mindset for strategic planning.

Course Outline

• 01 DAY ONE

Introduction to Data-Driven Decision Making

- Why data-driven decision-making is crucial in today's business landscape.
- Understanding different types of data: Structured vs. unstructured.
- Evaluating data sources and ensuring data quality.
- Recognizing and avoiding biases in decision-making.
- Case Study: Organizations that have successfully implemented data-driven strategies.

• 02 DAY TWO

Identifying and Tracking Key Business Metrics

- Defining relevant KPIs across different business functions.
- Setting SMART objectives based on data insights.
- Utilizing dashboards to monitor and analyze performance.

• 03 DAY THREE

Data Analytics and Visualization Best Practices

- Fundamentals of data analysis: Understanding trends and correlations.
- Differentiating between correlation and causation.
- Selecting the right visualization tools (charts, graphs, dashboards).

• 04 DAY FOUR

Applying Data Insights for Strategic Decision-Making

- Translating data into actionable business strategies.
- Introduction to predictive analytics and forecasting future trends.
- Comparing data-driven vs. intuition-based decision-making.

• 05 DAY FIVE

Creating a Data-Driven Organizational Culture

- Encouraging a data-centric mindset within teams.
- Addressing challenges and overcoming resistance to data-driven change.
- Ethical considerations in data usage and governance.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	4250.00 \$	UAE - Dubai
July 13, 2025	July 17, 2025	5 days	2150.00 \$	Virtual - Online