

€ TRAINING

Mastering Business Intelligence for Strategic
Decision Making



16 - 20 November 2025
Sharm El-Sheikh (Egypt)



Mastering Business Intelligence for Strategic Decision Making

REF: G2672 DATE: 16 - 20 November 2025 Venue: Sharm El-Sheikh (Egypt) - Fee: 4095 Euro

Introduction:

Business Intelligence BI plays a crucial role in enabling organizations to make data-driven decisions that drive growth and efficiency. This training program provides participants with a comprehensive understanding of BI concepts, tools, and strategies for turning raw data into actionable insights. By mastering BI techniques, participants will enhance their ability to influence strategic decision-making and achieve organizational objectives.

Program Objectives:

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

- Explore the core principles and tools of business intelligence.
- Analyze and interpret data to generate meaningful insights.
- Utilize BI tools to support strategic decision-making.
- Develop dashboards and reports for effective communication of findings.
- Align BI practices with organizational goals to drive performance.

Targeted Audience:

- Business analysts and data professionals.
- Strategic planners and decision-makers.
- IT professionals managing BI systems.
- Managers and executives leveraging data for strategy.
- Professionals seeking to enhance their BI expertise.

Program Outline:

Unit 1:

Fundamentals of Business Intelligence:

- Definition and importance of business intelligence.
- Key components of BI systems and their roles.

- Understanding data sources, warehouses, and integration.
- The role of BI in strategic decision-making.
- Overview of industry-standard BI tools and technologies.

Unit 2:

Data Analysis and Interpretation:

- Techniques for data cleaning and preparation.
- Using statistical methods to analyze and interpret data.
- Identifying patterns, trends, and insights from datasets.
- Addressing data biases and ensuring accuracy.
- Tools for visualizing complex data effectively.

Unit 3:

BI Tools and Technologies:

- Introduction to popular BI platforms.
- Building dashboards and interactive reports.
- Automating data collection and reporting processes.
- Leveraging predictive analytics for forecasting.
- Enhancing collaboration through shared BI platforms.

Unit 4:

Strategic Applications of Business Intelligence:

- Using BI to identify business opportunities and risks.
- Aligning BI insights with strategic goals.
- Measuring the ROI of BI initiatives.
- Addressing challenges in implementing BI systems.

Unit 5:



Driving Performance Through BI Insights:

- Integrating BI into decision-making processes.
- Establishing KPIs and metrics for performance tracking.
- How to enhance organizational agility through real-time data insights.
- Continuous improvement using BI feedback loops.