2. Decision Making Using Data Analytics

I. Understanding Data-Driven Decision Making

· What is Data-Driven Decision Making (DDDM)?

· Examples of Poor vs. Data-Driven Decisions

· Importance of Data Literacy

II. Types of Analytics in Decision Making

· Descriptive Analytics – What happened?

· Diagnostic Analytics – Why did it happen?

· Predictive Analytics – What will happen?

· Prescriptive Analytics – What should we do next?

III. Business Applications & Case Studies

· Performance Analysis in Finance & Marketing

· Customer Segmentation & Targeting in Retail

· Risk Assessment in Banking & Insurance

IV. Tools & Frameworks for Decision Making

· Power BI for Business Intelligence

· Dashboarding for Executives