

Business Analytics: EDA, Tableau & Predictive Models

Learn to collect, clean and explore data, then visualise it with Tableau and Power BI and build predictive and machine learning models.

3 Days

24 HOURS

14

MODULES

33

TOPICS

7

HANDS-ON ACTIVITIES

COURSE OVERVIEW

This comprehensive 3-day training program on Data and Business Analytics provides participants with the skills and knowledge required to harness the power of data to drive business decisions. The course covers essential concepts, tools, and techniques in data analysis, visualization, and business intelligence.

Participants will engage in hands-on exercises, case studies, and real-world examples to solidify their understanding and application of data analytics in a business context.

WHO THIS COURSE IS FOR

Business analysts and data analysts

Data scientists and data engineers

IT professionals and software developers

Business managers and decision-makers

Anyone interested in gaining skills in data and business analytics

PREREQUISITES

- Basic understanding of statistics and mathematics
- Familiarity with Excel or other spreadsheet software
- Basic programming knowledge (preferably in Python or R) is beneficial but not required

LEARNING OBJECTIVES

- Understand the fundamental concepts of data and business analytics
- Learn to collect, clean, and preprocess data for analysis
- Gain proficiency in data visualization techniques and tools
- Develop skills in statistical analysis and predictive modeling
- Apply business intelligence tools to generate insights and inform decision-making
- Implement data-driven strategies to solve business problems
- Explore advanced analytics techniques, including machine learning and AI

14 Modules, 33 Topics

DAY 1

Introduction to Data and Business Analytics

01

Welcome and Course Overview

TOPICS

Introduction to the course · Objectives and expectations

02

Introduction to Data Analytics

TOPICS

What is data analytics? · Importance and applications in business

03

Data Collection and Preprocessing

TOPICS

Data sources and types · Data cleaning and preprocessing techniques

Hands-on Exercise

04

Exploratory Data Analysis (EDA)

TOPICS

- Descriptive statistics
- Data visualization techniques
- **Tools:** Excel, Python (Pandas, Matplotlib), R (ggplot2)

Hands-on Exercise

05

Introduction to Business Intelligence (BI)

TOPICS

- Overview of BI tools and platforms
- **Case study:** Implementing BI in a business context

06

Hands-on Exercise

Advanced Data Visualization

TOPICS

Principles of effective data visualization · **Tools:**
Tableau, Power BI

07

Hands-on Exercise

Statistical Analysis for Business

TOPICS

Inferential statistics · Hypothesis testing ·
Regression analysis

08

Hands-on Exercise

Predictive Analytics and Modeling

TOPICS

- Introduction to predictive analytics
- Common predictive modeling techniques (e.g., linear regression, decision trees)

09

Case Study: Predictive Analytics in Action

TOPICS

Real-world example of predictive analytics · Discussion and analysis of results

10

Hands-on Exercise

Machine Learning for Business Analytics

TOPICS

Introduction to machine learning concepts · Supervised vs. unsupervised learning · Popular algorithms and their applications

11

AI and Advanced Analytics

TOPICS

- Overview of AI and its impact on business analytics
- **Case study:** AI applications in business

12

Big Data and Cloud Analytics

TOPICS

- Understanding Big Data concepts
- Tools and technologies for Big Data analytics
- Cloud platforms for data analytics (e.g., AWS, Google Cloud, Azure)

13

Ethics and Data Governance

TOPICS

Ethical considerations in data analytics · Data privacy and security · Principles of data governance

14

[Hands-on Exercise](#)

Data-Driven Decision Making

TOPICS

- Leveraging analytics for strategic decisions
- Communicating insights effectively to stakeholders

HANDS-ON ACTIVITIES

Practise What You Learn

#	MODULE	ACTIVITY
03	Data Collection and Preprocessing	Cleaning and preprocessing a sample dataset
04	Exploratory Data Analysis (EDA)	Performing EDA on a sample dataset
06	Advanced Data Visualization	Creating interactive dashboards
07	Statistical Analysis for Business	Conducting statistical analysis on a business dataset
08	Predictive Analytics and Modeling	Building a predictive model
10	Machine Learning for Business Analytics	Implementing a simple machine learning model
14	Data-Driven Decision Making	Presenting data-driven recommendations

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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