

KOENIG SOLUTIONS • COURSE OUTLINE

Decision Making Using Data Analytics

Learn to apply descriptive, diagnostic, predictive and prescriptive analytics to guide business decisions using tools such as Power BI.

4

MODULES

12

TOPICS

COURSE OVERVIEW

This course examines how data-driven decision making differs from traditional approaches and why data literacy matters. It then covers the four types of analytics: descriptive, diagnostic, predictive and prescriptive, and how each supports different decision needs. Business applications are explored through case studies in finance and marketing performance, retail customer segmentation and banking and insurance risk assessment. Finally, the course looks at tools and frameworks such as Power BI and executive dashboards for presenting data-driven insights.

WHO THIS COURSE IS FOR

Business Analysts

Data Analysts

Marketing Managers

Finance Professionals

Risk Managers

Executives

LEARNING OBJECTIVES

- Explain the concept and value of data-driven decision making
- Compare poor decisions with data-driven decisions
- Describe the importance of data literacy in organisations
- Identify descriptive, diagnostic, predictive and prescriptive analytics
- Analyse performance data in finance and marketing contexts
- Apply customer segmentation techniques used in retail
- Assess risk in banking and insurance scenarios
- Build executive dashboards using Power BI

4 Modules, 12 Topics

I

Understanding Data-Driven Decision Making

TOPICS

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

TOPICS

- 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

TOPICS

Performance Analysis in Finance & Marketing · Customer Segmentation & Targeting in Retail · Risk Assessment in Banking & Insurance

IV

Tools & Frameworks for Decision Making

TOPICS

Power BI for Business Intelligence · Dashboarding for Executives

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

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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