



DATA-SAVVY DECISION MAKING



MAR 29-30, 2022

OVERVIEW

To be savvy and comfortable with the multitude of data analytics, approaches has become essential for progressive managers. Mining for gold from online interactions while navigating the deluge from enterprise systems can be overwhelming. You need managers in your organization to have that basic proficiency to engage with spreadsheets of data and decision models coming their way.

A basic toolkit and map that allows them to gauge which analytical approach is most valuable for varying business scenarios. This way, precious managerial time can focus the organization's data analytics assets precisely where they're needed.

This course aims to do just that. As most managers have access to MS Excel, we use this to take off into the skies of business intelligence. This hands-on real-world problem driven course covers:

- Data visualization while applying a disciplined exploratory data analytics approach
- Evaluation of predictive and prescriptive analytics options vis-à-vis data gathering priorities

KEY TAKEAWAYS

- A map to navigate the business analytics menu
- Exposure to advanced excel tools for Tactical to Strategic Decision-Making
- Experience visualizations that are powerful (i.e., less time and effort – but high return) in revealing data patterns
- Introduction to Forecast, Modeling and Quick Forecasting
- Simulation: Strategic Decision-Making Under High Uncertainty

TARGET AUDIENCE

Mid-career and new business professionals that have access to data used for senior-level decision-making.

LEARNING METHODOLOGY

Using case studies grounded in the local environment. Lab-oriented tutorials for hands-on tool applications to real-world case data.

LEAD FACILITATOR

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INVESTMENT

PKR 60,000
(excl of taxes)

DATE

Mar 29-30, 2022

TIMINGS

9:00AM - 5:30PM

VENUE

KSBL Campus

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