IIBA CBDA® Exam Prep: Business Data Analytics Training

31 January – 4 February 2027
Trabzon

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IIBA CBDA® Exam Prep: Business Data Analytics Training

Ref: 103600523_110730 **Date:** 31 January – 4 February 2027 **Location:** Trabzon **Fees:** 8000 Euro

Course Overview

The Certification in Business Data Analytics CBDA course is a competency-driven corporate training program designed to build professional capability in applying analytics to real business decision-making. This CBDA Certification Training is aligned with the CBDA competency framework and the business analytics competency model, focusing on how organizations use analytics to create measurable business value.

The course develops Business Data Analytics competencies by guiding participants through the full analytics lifecycle—from business analytics problem framing and data sourcing and data quality assessment, to analytical thinking for business analysts, interpreting and communicating data insights, and influencing business decisions with analytics. Participants strengthen data-driven decision making skills by learning how to transform analytics outputs into clear, actionable insights that support performance improvement.

This CBDA Professional Training Course emphasizes judgment, communication, and governance rather than technical execution. Participants enhance business analytics communication skills, apply stakeholder-focused analytics reporting, and contribute to analytics strategy and governance initiatives that support sustainable, organization-wide decision excellence.

Target Audience

- Business Analysts
- Senior Business Analysts
- Data Analysts in business-facing roles
- Business Intelligence Professionals
- Strategy and Performance Analysts
- Product Owners and Product Managers
- Digital Transformation Professionals
- Managers involved in analytics-driven decision making

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Targeted Organizational Departments

- Business Analysis and PMO
- Strategy and Corporate Planning
- Data & Analytics Units
- Digital Transformation
- Operations and Performance Management
- Finance and Risk Management
- Marketing and Customer Analytics
- Human Capital and Workforce Analytics

Targeted Industries

- Banking, Financial Services, and Insurance
- Government and Public Sector
- Healthcare and Life Sciences
- Retail and Customer-Centric Industries
- Energy and Utilities
- Telecommunications
- Logistics and Supply Chain
- Technology-Enabled Enterprises

Course Offerings

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

- Apply structured business analytics problem framing to define analytics research questions
- Plan and evaluate data sourcing and data quality assessment aligned with business objectives
- Demonstrate analytical thinking for business analysts when reviewing analytics outputs
- Interpret results to enable effective business insight generation
- Communicate insights using stakeholder-focused analytics reporting
- Support evidence-based decision making across operational and strategic contexts
- Influence business decisions using analytics-driven recommendations
- Contribute to analytics strategy and governance initiatives
- Strengthen business analytics skills development and leadership readiness

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Training Methodology

This CBDA Business Data Analytics Training follows a competency-based, applied learning approach. Sessions combine guided discussions, real-world analytics scenarios, collaborative exercises, and structured reflection. Participants work through realistic business situations that mirror organizational analytics challenges, reinforcing data interpretation and storytelling and professional judgment.

Group activities support the evaluation of business problems, analytics readiness, and outcome interpretation, ensuring participants can connect analytics insights to analytics for business performance improvement. Reflection sessions reinforce how analytics supports decision pathways, organizational impact, and governance.

The methodology focuses on how analytics is framed, interpreted, communicated, and governed—enabling participants to confidently engage with analytics initiatives and collaborate effectively with technical teams without relying on software-specific instruction.

Course Toolbox

- Analytics lifecycle reference models aligned with CBDA competencies
- Business analytics problem framing examples
- Data readiness and quality evaluation illustrations
- Insight interpretation and storytelling approaches
- Stakeholder communication planning examples
- Decision influence and recommendation structuring examples
- Analytics governance and capability maturity illustrations

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Course Agenda

Day 1: Foundations of Business Data Analytics & Problem Framing

- **Topic 1:** Business data analytics as a decision-making paradigm
- **Topic 2:** Business analytics competency model and CBDA competencies
- **Topic 3:** Business analytics problem framing and research question definition
- **Topic 4:** Stakeholder identification and analytics scope alignment
- **Topic 5:** Current and future state definition for analytics initiatives
- **Topic 6:** Planning analytics approaches aligned to business value
- **Reflection & Review:** Linking analytics questions to decision outcomes

Day 2: Data Sourcing & Quality Assessment

- **Topic 1:** Data sourcing strategies for business analytics initiatives
- **Topic 2:** Identifying and evaluating relevant data sources
- **Topic 3:** Data quality assessment and integrity considerations
- **Topic 4:** Data preparation concepts for business analysis contexts
- **Topic 5:** Managing assumptions, constraints, and dependencies
- **Topic 6:** Aligning data sourcing decisions to analytics objectives
- **Reflection & Review:** Ensuring data readiness for evidence-based decision making

Day 3: Analyzing Data for Business Insight

- **Topic 1:** Analytical thinking for business analysts
- **Topic 2:** Descriptive, diagnostic, predictive, and prescriptive analytics
- **Topic 3:** Evaluating analytics outputs against business questions
- **Topic 4:** Interpreting analytical results for business relevance
- **Topic 5:** Adjusting analytics approaches based on findings
- **Topic 6:** Maintaining analytical rigor in business contexts
- **Reflection & Review:** From analysis to insight generation

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Day 4: Interpreting & Communicating Data Insights

- **Topic 1:** Data interpretation and storytelling principles
- **Topic 2:** Developing business narratives from analytics results
- **Topic 3:** Stakeholder-focused analytics reporting
- **Topic 4:** Visualization principles for decision support
- **Topic 5:** Communicating uncertainty and limitations responsibly
- **Topic 6:** Aligning insights with organizational objectives
- **Reflection & Review:** Strengthening analytics communication effectiveness

Day 5: Influencing Decisions & Analytics Strategy

- **Topic 1:** Influencing business decisions with analytics
- **Topic 2:** Integrating analytics insights into business processes
- **Topic 3:** Change enablement through analytics outcomes
- **Topic 4:** Analytics strategy and governance fundamentals
- **Topic 5:** Building organizational analytics capability
- **Topic 6:** Strategic analytics leadership roles and responsibilities
- **Reflection & Review:** Sustaining analytics-driven performance

FAQ

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants should have basic exposure to business analysis, reporting, or decision-making roles. No advanced statistical, programming, or technical background is required.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day typically runs for 4–5 hours. The total course duration is approximately 20–25 hours over one week.

What is the main focus of this course compared to technical analytics or data science programs?

This course focuses on business problem framing, insight interpretation, stakeholder communication, and decision influence rather than coding, tools, or advanced modeling.

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How This Course is Different from Other Certification in Business Data Analytics Courses

This Certification in Business Data Analytics CBDA course is explicitly built around CBDA competencies, not software platforms. It develops the professional capability required to frame meaningful business questions, interpret analytics outcomes responsibly, and influence decisions with evidence.

The course uniquely integrates practitioner-level analytics execution with organizational-level strategy and governance. Strong emphasis is placed on communication, leadership judgment, and ethical, evidence-based decision making—ensuring participants can create sustained business value through analytics across the enterprise.