



Business Intelligence Strategy and Decision Systems Training Course

19 – 23 October 2026
Casablanca

Business Intelligence Strategy and Decision Systems Training Course

Ref: 791_160087 **Date:** 19 – 23 October 2026 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Business Intelligence Strategy and Decision Systems Training Course is a five-day professional course for business managers and intelligence analysts who leave with a BI Strategy and Decision System Blueprint. Participants link business priorities, information requirements, data flows, dimensional models, governed metrics, dashboards, operating roles, adoption, and value reviews. The course addresses disconnected reports by establishing one traceable path from decision need to managed insight. Agile Leaders Training Center develops business intelligence strategy capability.

Who Should Attend

- Business leadership functions responsible for performance priorities and decision routines
- Business intelligence functions responsible for requirements, models, metrics, and reports
- Data functions responsible for trusted sources, quality, lineage, and semantic definitions
- Finance and performance functions responsible for indicators, variance, and management reporting
- Digital transformation functions responsible for adoption, governance, and capability change
- Risk and assurance functions responsible for access, control, and accountable information use

The course assumes participants can interpret business processes, metrics, data sources, and dashboards, and leaves out software administration, advanced coding, platform certification, and detailed data engineering.

Departments and Industries

The course supports departments and industries that use managed information to coordinate performance and decisions.

- Financial services planning and management reporting
- Retail merchandising and customer performance
- Manufacturing operations and supply performance
- Healthcare service planning and quality
- Telecommunications commercial and network reporting
- Public-service strategy and operational oversight

Learning Objectives

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



- Analyze business priorities and intelligence decision needs
- Build information requirements and KPI definition controls
- Apply dimensional and semantic modeling principles
- Evaluate dashboard design and insight delivery choices
- Build governance, ownership, and release routines
- Prioritize adoption actions and BI value reviews

Course Agenda

Day 1: Align Intelligence with Decisions

- Business Strategy and BI Alignment Map
- Decision Inventory and Information Need Canvas
- Stakeholder Question and Insight Requirement Matrix
- Current-State Reporting and Pain-Point Assessment
- BI Outcome and Value Hypothesis Register

Day 2: Structure Trusted Information

- Source-to-Report Data Flow Map
- Business Term and Metric Definition Catalogue
- Fact Grain and Dimension Design Worksheet
- Star Schema and Semantic Model Blueprint
- Data Quality, Lineage, and Ownership Control Sheet

Day 3: Design Metrics and Insight Products

- KPI Logic and Target Definition Card
- Measure Reconciliation and Exception Protocol
- Audience, Cadence, and Delivery Channel Matrix
- Dashboard Hierarchy and Visual Decision Pattern
- Insight Narrative and Action Trigger Template

Day 4: Govern and Operate BI

- Enterprise and Self-Service BI Delivery Model
- Content Ownership and Responsibility Matrix
- Access, Classification, and Sharing Guardrails
- Development, Validation, and Release Workflow
- Adoption, Support, and Usage Review Scorecard



Day 5: Practice BI System Design

- Exercise: Diagnose BI Alignment and Reporting Gaps
- Exercise: Build a Dimensional Model and Metric Catalogue
- Exercise: Design a Decision Dashboard and Insight Narrative
- Exercise: Establish Governance and Adoption Routines
- Capstone: BI Strategy and Decision System Blueprint

Practical Exercises

The course uses suggested activities based on financial services, retail, manufacturing, healthcare, telecommunications, and public-service scenarios.

- Suggested activity: map a recurring management decision to questions, measures, sources, owners, cadence, and expected action.
- Suggested activity: define fact grain, dimensions, reusable measures, quality checks, and reconciliation rules for a selected process.
- Suggested activity: design a dashboard hierarchy that separates monitoring, diagnosis, explanation, and action triggers.
- Suggested activity: assemble alignment, models, metrics, governance, release, adoption, and value controls in the final blueprint.

FAQs

Who suits business intelligence strategy training, and what does it assume?

Business managers, BI analysts, data functions, performance teams, transformation functions, and assurance roles suit the training; it assumes experience with processes, metrics, sources, and dashboards.

How does business intelligence strategy training differ from dashboard software training?

Business intelligence strategy training designs requirements, models, metrics, governance, delivery, and adoption, while dashboard software training focuses on product navigation, report construction, formulas, and platform operation.

What belongs in a business intelligence strategy?

A business intelligence strategy should define decision priorities, information requirements, architecture principles, metric ownership, delivery models, governance, roles, adoption, support, value measures, and a sequenced improvement roadmap.



Why does dimensional modeling matter for business intelligence?

Dimensional modeling makes business events and descriptive context explicit, supports consistent measures, improves usability, and gives report consumers a stable structure for filtering, comparing, and interpreting performance.

How should organizations govern self-service business intelligence?

Organizations should govern self-service BI through clear ownership, trusted sources, certified definitions, access rules, quality checks, release paths, support, monitoring, and proportionate controls that preserve useful autonomy.

Conclusion

Participants take back a BI Strategy and Decision System Blueprint containing alignment, requirements, data flows, models, metrics, dashboards, governance, operating roles, adoption actions, and value reviews. It changes isolated reporting into a managed intelligence capability. The blueprint supports repeatable decisions with accountable definitions and an improvement path.