Strategic Data Analytics for Business Decisions Training Course

18 – 22 July 2027
Nairobi

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Ref: 872_165891 **Date:** 18 – 22 July 2027 **Location:** Nairobi **Fees:** 4500 Euro

Overview

Strategic Data Analytics for Business Decisions Training Course is a one-week course for business analysts, strategy specialists, performance managers, and functional leaders who leave with a Strategic Analytics Decision Pack. Participants connect decision framing, analytical questions, performance metrics, descriptive and diagnostic analysis, scenario comparison, uncertainty, and recommendation design. The course resolves analysis-to-action gaps through traceable questions, evidence checks, trade-offs, and stakeholder briefs. Agile Leaders Training Center develops strategic data analytics practice.

Who Should Attend

- Business analysis functions responsible for framing questions and interpreting performance evidence
- Strategy functions responsible for comparing options, assumptions, and trade-offs
- Performance functions responsible for indicators, variances, and corrective priorities
- Functional management responsible for evidence-based operating decisions
- Reporting functions responsible for decision briefs and recommendation records

The course assumes participants use business metrics, reports, and spreadsheets at work; it leaves out predictive model development, statistical programming, data engineering, and software-specific dashboard construction.

Departments and Industries

The course supports departments and industries that use performance evidence to make business choices.

- Strategy, performance, finance, operations, and business analysis functions
- Retail, financial services, consulting, and technology organizations
- Manufacturing, logistics, energy, and engineering teams
- Healthcare, education, public administration, and nonprofit organizations

Learning Objectives

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

- Build decision frames from business questions and constraints.
- Apply KPI and metric design checks to strategic evidence.
- Analyze descriptive patterns and diagnose performance drivers.
- Compare scenarios, assumptions, uncertainty, and trade-offs.
- Evaluate recommendations against evidence and decision criteria.
- Build a Strategic Analytics Decision Pack.

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Course Agenda

Day 1: Frame the Business Decision

- Decision Question and Scope Canvas
- Stakeholder Outcome and Constraint Map
- Assumption and Evidence Requirement Register
- Analytical Question Decomposition Tree
- Strategic Analytics Decision Pack Structure

Day 2: Design Performance Evidence

- Outcome, Driver, and Activity Metric Map
- KPI Definition and Calculation Sheet
- Baseline, Target, and Comparator Matrix
- Data Fitness and Limitation Checklist
- Performance Signal and Threshold Register

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Day 3: Describe and Diagnose Performance

- Descriptive Trend and Variance Profile
- Segmentation and Drill-Down Analysis Grid
- Driver Hypothesis and Evidence Test
- Root-Cause Analysis Decision Tree
- Correlation and Causation Caution Log

Day 4: Compare Scenarios and Recommendations

- Scenario Assumption and Outcome Table
- Uncertainty and Sensitivity Review
- Option Criteria and Trade-Off Matrix
- Recommendation Evidence Trace
- Stakeholder Decision Brief Blueprint

Day 5: Practice Strategic Analytics Decisions

- Exercise: Reframe a Business Problem as a Decision
- Exercise: Diagnose a Performance Variance
- Exercise: Compare Scenarios and Trade-Offs
- Exercise: Defend an Evidence-Based Recommendation
- Capstone: Strategic Analytics Decision Pack

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Practical Exercises

The course uses suggested activities based on retail, manufacturing, healthcare, and service-performance cases.

- Suggested activity: turn an operating concern into a decision question, evidence requirement, and metric set.
- Suggested activity: diagnose a performance change through segmentation, drill-down, and driver hypotheses.
- Suggested activity: compare scenarios using assumptions, uncertainty, criteria, and trade-offs.
- Suggested activity: prepare a recommendation brief that links every claim to supporting evidence.

FAQs

Who suits strategic data analytics training, and what does it assume?

Business analysis, strategy, performance, management, and reporting functions suit the training. It assumes regular use of business metrics, reports, and spreadsheets.

How does strategic data analytics differ from predictive analytics training?

Strategic data analytics focuses on decisions, metrics, diagnosis, scenarios, uncertainty, and recommendations, while predictive analytics training focuses on models that estimate future outcomes.

How does strategic data analytics improve decision framing?

Strategic data analytics improves framing by defining the decision, stakeholders, outcomes, constraints, assumptions, evidence needs, and criteria before selecting measures or conducting analysis.

What is the role of diagnostic analysis in business decisions?

Diagnostic analysis examines segments, patterns, relationships, and possible drivers to explain performance changes while distinguishing supported findings from untested causal claims.

How are scenarios compared in strategic data analytics?

Scenarios are compared through explicit assumptions, outcome measures, uncertainty, sensitivity, decision criteria, and trade-offs so recommendations remain traceable to evidence.

Conclusion

Participants take back a Strategic Analytics Decision Pack containing decision frames, metric definitions, descriptive profiles, diagnostic records, scenario comparisons, uncertainty reviews, trade-off matrices, and a stakeholder brief. It changes disconnected analysis into a traceable decision workflow. The pack supports clearer choices, testable assumptions, and evidence-based recommendations.