Business Data Collection, Analysis and Presentation Training Course

1 – 5 March 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 790_224008 **Date:** 1 – 5 March 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Business Data Collection, Analysis and Presentation Training Course is a one-week professional course for business analysts, research officers, and managers who leave with a Business Evidence and Decision Presentation Pack. Participants connect decision questions, collection instruments, sampling, consent, data quality, analysis, visualization, limitations, and stakeholder recommendations. The course solves fragmented evidence workflows by making every conclusion traceable from source to decision. Agile Leaders Training Center develops business data collection and presentation capability.

Who Should Attend

- Business analysis functions responsible for requirements, evidence, and recommendations
- Research functions responsible for collection design, field controls, and interpretation
- Management reporting functions responsible for metrics, narratives, and decision packs
- Performance functions responsible for indicators, variance analysis, and action tracking
- Operations functions responsible for process evidence and improvement decisions
- Governance functions responsible for data quality, privacy, and accountable use

The course assumes participants can work with spreadsheets, business questions, and stakeholder reports, and leaves out advanced statistics, database administration, software certification, and academic research design.

Departments and Industries

The course supports departments and industries that collect operational evidence and communicate decisions.

- Financial services performance and customer insight
- Retail operations and commercial planning
- Healthcare service quality and patient experience
- Manufacturing operations and process improvement
- Public-service policy and performance reporting
- Corporate strategy and transformation offices

Learning Objectives

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

- Apply a business question and evidence planning method
- Build collection instruments and sampling controls
- Evaluate data quality, privacy, and collection risks
- Analyze business data with fit-for-purpose techniques
- Use visual reporting and narrative structures for stakeholders
- Build traceable recommendations and decision presentations

Course Agenda

Day 1: Frame the Evidence Need

- Business Question and Decision Context Canvas
- Stakeholder Evidence Requirement Matrix
- Measure Definition and Indicator Specification Sheet
- Source Inventory and Data Availability Map
- Evidence Plan and Traceability Framework

Day 2: Design Data Collection

- Collection Method Selection Decision Tree
- Questionnaire and Interview Guide Design Rules
- Sampling Frame and Selection Control Sheet
- Consent, Privacy, and Data Classification Checklist
- Fieldwork Protocol and Response Monitoring Log

Day 3: Assure and Analyze Data

- Data Quality Dimension Assessment Matrix
- Validation, Cleaning, and Exception Register
- Descriptive Analysis and Distribution Profile
- Cross-Tabulation and Segment Comparison Table
- Bias, Missingness, and Limitation Review

Day 4: Present Findings for Decisions

- Audience and Decision Message Map
- Chart Selection and Visual Encoding Guide
- Dashboard Hierarchy and Layout Blueprint
- Finding, Evidence, Implication Narrative Structure
- Recommendation and Action Ownership Matrix

Day 5: Practice the Evidence Workflow

- Exercise: Frame a Business Question and Evidence Plan
- Exercise: Design and Test a Collection Instrument
- Exercise: Diagnose Data Quality and Analyze Findings
- Exercise: Build a Stakeholder Visual Narrative
- Capstone: Business Evidence and Decision Presentation Pack

Practical Exercises

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

- Suggested activity: convert an ambiguous management request into measures, sources, collection choices, and traceability controls.
- Suggested activity: test survey questions, sampling assumptions, fieldwork controls, privacy handling, and response monitoring.
- Suggested activity: clean a business dataset, profile distributions, compare segments, and document limitations.
- Suggested activity: assemble findings, visuals, implications, recommendations, ownership, and evidence references in a decision presentation.

FAQs

Who suits business data collection and analysis training, and what does it assume?

Business analysts, research officers, managers, reporting teams, and improvement functions suit the training; it assumes routine experience with spreadsheets, business questions, and stakeholder reports.

How does business data collection training differ from advanced data science training?

Business data collection training builds governed evidence, practical analysis, and stakeholder presentation skills, while advanced data science training emphasizes programming, statistical learning, predictive models, and computational methods.

How should organizations choose a business data collection method?

Organizations should choose a collection method by matching the decision question, target population, access, sensitivity, timing, cost, response burden, bias risk, and required evidence quality.

What makes a business data presentation defensible?

A defensible presentation connects each finding to a defined measure, documented source, quality check, analytical method, limitation, and decision implication without overstating certainty.

How should business data limitations appear in decision reporting?

Business data limitations should state missingness, bias, coverage, measurement, timeliness, uncertainty, and their practical effect on conclusions, recommendations, and follow-up evidence.

Conclusion

Participants take back a Business Evidence and Decision Presentation Pack containing the question frame, collection design, quality controls, analysis record, visual narrative, limitations, recommendations, and ownership. It changes disconnected data tasks into a traceable business evidence workflow. The pack supports decisions that can be reviewed, explained, and updated as evidence changes.