



AI-Powered Analytics for Turning Data into Actionable Insight

21 – 25 December 2026
Casablanca

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Overview

Organizations accumulate vast streams of operational data yet struggle to convert disparate data pipelines into strategic business action. This programme bridges the gap between raw data science and executive execution through AI-powered analytics workflows, modern diagnostic frameworks, and decision-intelligence architectures. Participants master automated data transformation, predictive modeling methods, and generative insight synthesis to guide business decisions. Professionals leave equipped with reusable analytical templates and model evaluation frameworks. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Professionals responsible for converting business unit metrics into operational forecasts and executive recommendations.
- Leaders responsible for enterprise performance tracking, automated business intelligence reporting, and analytics capability modernization.
- Specialists responsible for feature engineering, predictive model building, and cross-functional data pipeline maintenance.
- Practitioners responsible for customer analytics, commercial demand forecasting, and operational resource planning.
- Governance personnel responsible for model explainability, algorithmic bias review, and metric consistency standards.

Departments and Industries

This course serves cross-functional teams tasked with operational analysis and business optimization across diverse data-rich commercial sectors.

- Business Intelligence and Operations Planning Units in Telecommunications and Media
- Commercial Strategy and Revenue Management Teams in Aviation and Logistics
- Financial Analytics and Asset Management Divisions in Retail Banking and Wealth Services
- Supply Chain Analytics and Inventory Optimization Teams in Manufacturing Enterprises
- Clinical Performance and Resource Utilization Groups in Healthcare Systems

Learning Objectives

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



- Apply the CRISP-DM methodology to structure enterprise AI-powered analytics initiatives.
- Build automated data ingestion and quality scoring pipelines using Python pandas routines.
- Diagnose predictive model performance across tabular datasets using scikit-learn metrics.
- Prioritise commercial operational interventions using SHAP values and explainable artificial intelligence frameworks.
- Evaluate unstructured operational text data using pre-trained transformer language models.
- Construct automated decision-intelligence executive briefs using interactive dashboard layouts.

Course Agenda

Day 1: Data Architecture and Automated Ingestion Foundations

- Data Maturity Assessment Frameworks using the DAMA-DMBOK Knowledge Areas
- Automated Ingestion Pipeline Design using SQL Query Workflows
- Data Cleaning Protocols and Outlier Remediation via Python pandas Routines
- Feature Transformation Worksheets for Cross-System Enterprise Tabular Datasets
- Data Pipeline Quality Scoring Checklists aligned with ISO 8000 Information Quality Standards

Day 2: Diagnostic and Exploratory Machine Learning

- Exploratory Data Analysis Protocols using Automated Profiling Libraries
- Unsupervised Customer Segmentation via K-Means and Hierarchical Clustering
- Root-Cause Pattern Detection using Apriori Association Rule Mining
- Anomaly Scoring Workflows for High-Volume Transactions using Isolation Forests
- Correlation Matrix Heatmaps and Multicollinearity Diagnostic Artefacts

Day 3: Supervised Modeling and Operational Forecasting

- Commercial Demand Forecasting Models using Gradient Boosted Decision Trees
- Binary Outcome Classification Routines with scikit-learn Evaluation Pipelines
- Time-Series Trend Decomposition using Prophet Algorithmic Frameworks
- Model Calibration and Validation Worksheets using Stratified K-Fold Cross-Validation
- Receiver Operating Characteristic Curves and Confusion Matrix Diagnostic Logs

Day 4: Model Explainability and Generative Insight Synthesis

- Global and Local Feature Attribution Analysis using SHAP Summary Plots
- Counterfactual Scenario Modeling using LIME Interpretability Protocols
- Automated Text Feedback Classification using Pre-Trained Hugging Face Transformers
- Prompt Engineering Architectures for Executive Analytical Narrative Generation
- Model Bias Auditing Checklists based on the NIST Artificial Intelligence Risk Management Framework



Day 5: Decision Intelligence and Capstone Analytics Implementation

- Simulation Workflow on an Enterprise Operational Performance Dataset
- Automated Business Metric Attribution Analysis and Exception Flagging
- Decision-Intelligence Tree Design Linking Predictive Scores to Resource Allocation
- Executive Key Performance Indicator Storyboards using Dashboard Visualization Layouts
- Analytics Implementation Roadmaps and Stakeholder Change Management Artefacts

Practical Exercises

Participants apply analytical frameworks through structured scenario-based activities across each course module.

- Suggested activity: Configure an automated data hygiene pipeline for inconsistent enterprise sales transactions.
- Suggested activity: Train a gradient boosted model to predict operational supply chain delays.
- Suggested activity: Generate feature attribution plots using SHAP to justify automated credit recommendations.
- Suggested activity: Assemble an automated insight summary dashboard linking predictive models to operational budgets.

FAQs

Do participants need prior software engineering experience?

No software engineering background is required. Familiarity with business data analysis is helpful, and structured code notebooks with guided interfaces ensure participants can run analytical workflows smoothly.

Which software environments are utilized during the training?

The course utilizes open-source Python analytical packages, standard query interfaces, and interactive dashboard software designed for data exploration and enterprise visualization.

How does this programme differ from basic reporting courses?

Rather than reviewing historical summaries, this course focuses on forward-looking predictive modeling, machine learning interpretability, and automated generative synthesis to guide strategic business interventions.

Can these analytical methods be applied to proprietary internal datasets?

Yes. The methodologies, data cleaning routines, and model templates are modular and transfer directly to internal operational data environments.



Conclusion

Participants return to their organizations equipped to lead modern analytical initiatives and accelerate data-informed decisions. By deploying machine learning models, interpretability frameworks, and automated executive reporting, practitioners uncover root causes, anticipate operational shifts, and translate complex enterprise metrics into strategic actions that deliver sustained operational and financial value.