



LEADERSHIP AND MANAGEMENT

Effective Business Decisions Using Data Analysis

Course code: LM-027

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Modern organizations generate large amounts of data, but real value comes from turning that data into smart business decisions. Leaders and managers who understand analytics can improve planning, reduce uncertainty, identify opportunities, and solve problems faster. This course provides participants with practical tools to interpret data, apply statistical thinking, evaluate assumptions, and use predictive analytics to support strategic decision-making.

Why Attend

This course uses an interactive and practical approach through presentations, business cases, analytics exercises, group discussions, practical calculations, dashboards, and real workplace examples.

Who Should Attend

Managers and Supervisors
Business Analysts
Finance Professionals
Operations Managers
Project Managers
Strategy Professionals
Anyone responsible for decision-making using data

— Learning Objectives

- Understand the role of data in business decision-making
- Apply core analytics concepts to management problems
- Interpret business data using statistics and visualisation
- Evaluate uncertainty and reliability of data insights
- Use hypothesis testing for business decisions
- Apply predictive analytics and forecasting techniques
- Identify risks and opportunities through data trends
- Communicate analytical findings clearly to stakeholders

— Course Outline

DAY
1

Foundations of Data-Driven Decision Making

- Importance of data in modern organizations
- Meaning of data analytics and managerial value
- Types of decisions supported by analytics
- Stages of the analytics process
- Common approaches to business analytics
- Challenges in using organizational data effectively
- Introduction to quantitative thinking for managers
- Overview of common analytics tools

DAY
2

Understanding and Exploring Business Data

- Different categories of business data
- Collecting, cleaning, and organizing data for analysis
- Introduction to descriptive statistics
- Key measures: mean, median, variance, and distribution
- Understanding variability and data spread
- Identifying patterns, trends, and anomalies
- Data visualization for management reporting

DAY
3

Statistical Insight for Business Decisions

- Role of statistics in business analytics
- Sampling concepts and common sampling methods
- Understanding uncertainty in business data
- Normal distribution and probability fundamentals
- Confidence intervals and estimation methods
- Assessing reliability of data conclusions
- Applying statistics to real business problems

DAY
4

Hypothesis Testing and Business Evaluation

- Purpose of hypothesis testing in business decisions
- Creating measurable business hypotheses
- Null versus alternative hypotheses
- Type I and Type II decision errors

- Statistical tests for evaluating assumptions
- Risks of bias and incorrect conclusions
- Turning findings into practical recommendations

DAY

5

Predictive Analytics for Strategic Decisions

- Introduction to predictive analytics and forecasting
- Understanding relationships between business variables
- Correlation and regression for prediction
- Building and interpreting predictive models
- Data mining concepts and business uses
- Identifying opportunities and risks through analytics
- Using predictive insights for strategic decisions
- Final workshop: data-driven decision case study

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€2,125
12 - 16 October 2026	Istanbul - Türkiye	€1,925
9 - 13 November 2026	Amsterdam - Netherlands	€2,100
16 - 20 November 2026	Istanbul - Türkiye	€1,600
7 - 11 December 2026	Paris - France	€2,200
14 - 18 December 2026	Barcelona - Spain	€2,100
21 - 25 December 2026	Munich - Germany	€2,125
4 - 8 January 2027	Istanbul - Türkiye	€1,425

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.