



Business Data Analytics

Tactical and Strategic Data-Driven Decision Making

Live: **2 Days**

Self-Paced eLearning: **14 Engagement Hours**

Inteq's 2-day Business Data Analytics (BDA) training program is about enabling and supporting better faster business decision-making. The focus of BDA is on business data from a business (non-technical) perspective. BDA provides Business Analysts, Data Analysts and Subject Matter Experts (SMEs) with the critical thinking skills, conceptual knowledge and best practice techniques to rapidly discover, thoroughly analyze and visually present and communicate actionable data that enables stakeholders to glean valuable insights and make intelligent decisions.

Business data is growing exponentially—in volume, velocity, and variety! Customer requirements, competition and innovation are driving rapid changes in business requirements and supporting business processes. Decision makers, at all levels of an organization, require accurate, current, cohesive business data to glean actionable intelligence and insights to make effective tactical and strategic decisions.

All organizations today recognize the value of business data analytics. However, many organizations are not yet realizing the full potential. The problem is not with the enabling technologies—the technologies are stable and well understood. The problem lives with asking the right business questions, properly analyzing the supporting business data, and presenting and communicating the results in a clear, cohesive, intuitive manner.

You will learn:

- BDA framework and key concepts
- Understanding “data” and data-oriented business rules
- Measurement, metrics and indicators
- Defining, structuring and engaging business questions
- Identifying, capturing and validating source data
- Analyzing business data: techniques and methods
- Interpreting results and validating insights
- BDA at scale: case study
- Data visualization, presentation and communication
- and much more

Business Process Management Course Series

Business Process
Modeling

BPL

Business Process
Reengineering

BPR

Robotic Process
Automation

RPA

Business Data
Analytics

BDA

Course outline

Introduction and Framework

- What is business data analytics?
- Data analytics I Business intelligence I Data science I Big data
- The business data analytics framework

Identify Business Questions

- Effectiveness and efficiency
- Business functions, processes and work activities
- Identifying business questions

Measures, Metrics and Indicators

- Measures and metrics
- Performance metrics and outcome metrics
- Indicators and key performance metrics
- Selecting measures, metrics and KPIs

Analyzing Data-Oriented Business Rules

- Business terms, concepts and relationships
- State transition analysis
- Facts and dimensions
- Demand vs. supply side analytics

Data Acquisition

- Identifying and mapping source-to-target data
- ETL (extraction-transformation-load) as a business process
- Analyzing data quality

Analyzing Data to Support Decision Making

- Analyzing analytical data
- Communication considerations
- Visual communication techniques and best practices

Business Data Analytics Case Study

Participants develop and analyze business data analytics for a complex real-world business space. This case study provides an invaluable template that participants can leverage to jump start business data analytics in their organization.

Brining it all Together

- Aligning analytics with organizational and operational strategy
- The value of business data analytics

Who should attend?

- Business analysts
- Business data analysts
- Systems analysts
- Project managers
- IT professionals
- Subject matter experts and business users actively involved in supporting better faster business decision-making.

Prerequisites:

None. Inteq's Logical Data Modeling suggested.

You will receive:

- Digital badge of completion
- Personalized certificate of completion
- Continuing Education Units (CEUs)
- IIBA Professional Development Units (PDUs)
- Electronic comprehensive course manual
- Supplemental course materials

LIVE: Inteq's Business Data Analytics 2-Day training course can be tailored to your organization's training objectives and can be combined with other Inteq courses to create a 3, 4 and 5-day hybrid training program.

Anytime eLearning™:

Anytime, Anywhere, Any Device. Self Paced. 45-Day Access.



What is the Next Step?

Let's start a conversation to discuss your objectives in more detail.
Contact Chandra Galloway: 800.719.4627 | cgalloway@inteqgroup.com

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