



Business Analytics

4 – 6 May 2026

Kuala Lumpur

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In today's competitive environment, organisations that leverage data effectively gain a significant strategic advantage. Business Analytics enables leaders and professionals to transform raw data into actionable insights that support smarter decision-making and improved performance outcomes. This intensive programme is designed to equip participants with analytical thinking skills, practical tools, and strategic frameworks to apply data analytics confidently within their organisational context.

Overview

This course advanced programme provides a comprehensive understanding of business analytics concepts, data interpretation techniques, performance measurement frameworks, and predictive insights. Participants will explore how analytics supports operational efficiency, risk management, customer strategy, and strategic planning. The programme combines analytical foundations with practical application to strengthen data-driven decision-making capabilities.

Who should attend

This programme is suitable for professionals involved in decision-making, performance analysis, and strategic planning, including:

- Managers and department heads
- Business analysts and strategy teams
- Finance and operations professionals
- Project managers
- Executives seeking data-driven leadership capability

Methodology

The programme adopts a structured and application-focused approach combining analytical case discussions, guided data interpretation exercises, group problem-solving activities, and scenario-based simulations. Participants will work through real business datasets and performance dashboards to strengthen analytical reasoning and decision-making confidence.

Trainer

The programme will be delivered by a senior business analytics and strategy practitioner with extensive experience in performance analysis, data modelling, and executive advisory. The trainer integrates practical industry insights and ensures concepts are translated into applicable business solutions.

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Course Content

Module – 1

Introduction to Business Analytics

- Role of analytics in modern organisations
- Types of analytics: descriptive, diagnostic, predictive, prescriptive
- Data-driven culture fundamentals
- Analytics maturity models

Module – 2

Data Fundamentals & Governance

- Types of business data
- Data quality and integrity
- Data governance principles
- Ethical use of data

Module – 3

Descriptive Analytics & Reporting

- Understanding dashboards and reports
- Key performance indicators (KPIs)
- Trend and variance analysis
- Data visualisation principles

Module – 4

Diagnostic Analytics

- Root cause analysis techniques
- Correlation vs causation
- Drill-down analysis
- Performance gap identification

Module – 5

Predictive Analytics Concepts

- Forecasting fundamentals
- Regression basics
- Scenario modelling
- Risk prediction approaches

Module – 6

Prescriptive Analytics & Decision Optimisation

- Decision modelling principles
- What-if analysis
- Optimisation concepts
- Data-supported strategic choices

Module – 7

Financial & Operational Analytics

- Cost and profitability analysis
- Operational performance metrics
- Productivity measurement
- Budget variance interpretation

Module – 8

Customer & Market Analytics

- Customer segmentation
- Market trend analysis
- Customer lifetime value basics
- Competitive benchmarking

Module – 9

Risk Analytics & Performance Monitoring

- Risk indicators and early warning systems
- Compliance monitoring
- Fraud detection concepts
- Enterprise risk dashboards

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Module - 10

Analytics Tools & Digital Platforms Overview

- Business Intelligence tools overview
- Dashboard development basics
- Automation and reporting tools
- Integration with enterprise systems

Module - 11

Data Storytelling & Executive Communication

- Translating data into insights
- Visual storytelling principles
- Presenting analytics to stakeholders
- Influencing decisions using data

Module - 12

Integrated Business Analytics Workshop

- Real business case simulation
- Group-based analytical problem solving
- Strategy recommendation presentation
- Feedback and improvement session

