



# دورة الت ه يل لاجتياز اختبار CBDA-IIBA في تحليل بيانات الأعمال



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### Mastering Business Data Analytics: IIBA-CBDA Exam-Prep Course Overview:

Organizations that effectively harness their data dramatically outperform their competitors. The "Mastering Business Data Analytics: IIBA-CBDA Exam-Prep Course" dives deep into this competitive edge, merging technical proficiency with organizational acumen to drive better business decisions. This course is not just about learning to collect and analyze data; it's about knowing when to do it, how to interpret the results, and ensuring these insights lead to real business improvements.

Endorsed by the International Institute of Business Analysis® IIBA®, Throughout this comprehensive training, participants will explore the nuances of business data analytics as distinct from related fields such as data science and business analysis.

We will cover essential topics such as defining research questions for analytics projects, organizing data collection, analyzing results effectively, and communicating findings to decision-makers. Additionally, the course will provide actionable insights on how to facilitate change based on analytic results and scale analytics capabilities within an organization.

This course is particularly valuable for line managers of analytics teams, project managers overseeing projects with analytics components, and business analysts involved in analytics initiatives. By focusing on both the strategic and practical aspects of business data analytics, this course ensures participants are equipped to lead data-driven projects that yield tangible business outcomes.

### Target Audience:

- Business Analysts working on data analytics initiatives
- Project Managers managing data projects
- Line Managers managing data teams
- IT Professionals
- Data Analysts
- Anyone preparing for the IIBA®-CBDA exam

### Targeted Organizational Departments:

- Information Technology
- Marketing
- Strategic Planning
- Operations

## Targeted Industries:

- Finance
- Healthcare
- Retail
- Manufacturing

## Course Offerings:

By the end of the Course, participants will be able to:

- Gain a comprehensive understanding of what business data analytics entails and how it differs from other data-related disciplines. **Understand Business Data Analytics:** •
- Learn how to articulate and define effective research questions that guide the analytics initiative. **Define Research Questions:** •
- Master the organizational and technical aspects of the data collection process, ensuring the quality and relevance of data for the analytics projects. **Collect Data:** •
- Develop the ability to execute detailed data analysis using advanced analytical tools and methodologies. **Perform Analysis:** •
- Acquire skills in interpreting the results of data analysis and translating these findings into actionable insights. **Interpret Analysis Results:** •
- Learn strategies to communicate analytical findings effectively to decision-makers to influence business strategies and outcomes. **Influence Decision-Making:** •
- Explore methods to expand and scale the analytics capabilities within an organization to foster a data-driven culture. **Scale Analytics Capability:** •

## Training Methodology:

The training methodology for the "Mastering Business Data Analytics: IIBA-CBDA Exam-Prep Course" combines interactive lectures, hands-on workshops, and group discussions to maximize learning outcomes. Participants will benefit from exploratory data analysis tutorials, real-time feedback sessions, and case studies focusing on hypothesis testing in analytics and data visualization. Each module is designed to build on the skills learned in the previous one, ensuring a cohesive and comprehensive understanding of business data analytics.

## Course Toolbox:

- Course Workbooks
- Online Resource Subscriptions
- Data Sets for Hands-on Practice
- Checklists and Templates for Data Analysis

## Course Agenda:



## Day 1: Introduction to Business Data Analytics

- Understand the core concepts and the importance of data Topic 1: What is Business Data Analytics analytics in business. •
- Explore the stages of the data analytics cycle from data Topic 2: The Business Data Analytics Cycle preparation to interpretation. •
- Define what businesses aim to achieve with data Topic 3: The Business Data Analytics Objectives analytics. •
- Discuss the differences and intersections of Topic 4: Business Analysis vs Business Data Analytics business analysis and data analytics. •
- Learn the fundamental principles of probability in data Topic 5: Technique: Understanding Probability analysis. •
- Apply probability trees to break down and calculate the likelihood of Topic 6: Technique: Probability Tree complex events. •
- Examine a real-world scenario to understand the application of Topic 7: Case Study: Context of Analysis data analytics techniques. •
- Discuss the day's learnings and how they apply to real-world scenarios. Reflection & Review: •

## Day 2: Identifying Research, Source, and Analyzing Data

- Learn how to define and scope effective Topic 1: Defining Research Questions and Business Opportunities research questions and articulate business problems or opportunities that data analytics can address. •
- Techniques to identify and analyze Topic 2: Stakeholder Analysis and Business Model Visualization stakeholder needs using the Business Model Canvas and stakeholder analysis methods. •
- Introduction to process modelling and root cause analysis Topic 3: Process and Data Analysis Techniques to evaluate and optimize business processes, paired with an overview of Exploratory Data Analysis EDA for understanding data trends. •
- Strategies for planning and executing effective data collection Topic 4: Data Collection and Modelling processes, including data modelling and normalization to organize data efficiently. •
- Cover advanced data collection and analysis Topic 5: Advanced Data Techniques and Case Studies techniques such as data mapping, data dictionaries, and ETL processes, illustrated with practical case studies and articles. •
- Recap the day's learning and discuss the application of these techniques in various Reflection & Review business scenarios. •

## Day 3: Interpreting and Report Results

- Techniques and considerations for interpreting data and Topic 1: Interpreting and Reporting Results crafting reports. •
- Ensure analyses meet the needs and expectations of Topic 2: Validate Understanding of Stakeholders stakeholders. •
- Effective strategies for planning and communicating Topic 3: Plan and Determine Communications analytical findings. •
- Translate data analysis into actionable business Topic 4: Derive Insights and Communicate Findings insights. •
- Learn how to tell compelling stories with data to influence decision-Topic 5: Technique: Data Storytelling aking. •
- Explore a real-world example of data storytelling in action. Topic 6: Case Study: Data Storytelling •
- Reflect on how to communicate and apply analytics results effectively. Reflection & Review: •

## Day 4: Influencing Business Decision-Making

- Learn strategies to ensure analytics insights lead to actionable Topic 1: Influencing Business Decisions • decisions.
  - Techniques to formulate recommendations and Topic 2: Recommend Actions and Plan Implementation • plan their implementation.
  - Understand the dynamics of change management in implementing data-driven Topic 3: Manage Change • decisions.
    - Review how effective change Topic 4: Case Study: Implementation and Change Management • management supports data analytics initiatives.
- Discuss the influence of effective decision-making and strategic change management. Reflection & Review: •

## Day 5: Guiding Organizational Level Strategy for Business Data Analytics

- Integrate data analytics into broader organizational Topic 1: Organizational Strategy and Data Analytics • strategies.
    - Plan for building and enhancing analytics capabilities within teams. Topic 2: Talent Strategy •
    - Develop comprehensive strategies to manage, protect, and leverage data. Topic 3: Data Strategy •
    - Strategies for leaders to embed analytics into the Topic 4: Guide Organizational-Level Strategy • organizational fabric.
- Summarize the week's learning and discuss strategic approaches to sustaining Reflection & Review: • analytics capabilities.

## How This Course is Different from Other Business Data Analytics Courses:

"Mastering Business Data Analytics: IIBA-CBDA Exam-Prep Course" stands out due to its focused preparation for the IIBA-CBDA certification and its integration of real-world business scenarios. Unlike other courses, it provides an in-depth exploration of both the theoretical and practical aspects of business and data analytics. The course includes unique offerings like comprehensive data storytelling techniques and advanced exploratory data analysis training, all tailored to meet the specific needs of professionals aiming to excel in the field of data analytics.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شرم الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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