



# تسخير الذكاء الاصطناعي التحليلي: دورة لقرارات مدفوعة بالبيانات



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الرجوع: 36374\_27741 التاريخ: 21 - 25 Sep 2026 الموقع: دبي - Road Zayed Sheikh Marriott by Inn Residence الرسوم: Euro 4500

### Course Overview:

This course equips participants with the methods to leverage Analytical Artificial Intelligence for strategic and operational business outcomes. It covers the transformative role of AI in business analytics, including the implementation of AI algorithms and the enhancement of decision-making through Machine Learning.

Participants will explore techniques like Predictive, Descriptive, and Prescriptive Analytics and learn to use AI for data-driven decisions. Real-world case studies will demonstrate AI applications in Customer Sentiment Analysis, Market Segmentation, and Operational Management.

The course also offers insights into Data Preparation Techniques, AI Data Storage Solutions, and the integration of Big Data Analytics with cloud platforms like Amazon AWS, Google Cloud, and Microsoft Azure. With a focus on AI Technology Frameworks and Deployment Strategies, this program aims to transform how businesses use data and AI for success.

### Target Audience:

- Business analysts seeking to integrate AI into their analytics processes.
- Data scientists and Machine Learning professionals aiming to specialize in business applications.
- Managers and decision-makers need AI-driven insights.
- Professionals in IT, operations, marketing, and supply chain roles looking to enhance their skill sets in AI and data analytics.

### Targeted Organizational Departments:

- Data Analytics and Business Intelligence Teams
- Marketing and Customer Experience Departments
- Operations and Supply Chain Management
- IT and Digital Transformation Divisions

### Targeted Industries:

- Retail and E-commerce
- Finance and Banking
- Healthcare
- Manufacturing
- Logistics and Supply Chain

## Course Offerings:

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

- Apply Analytical Artificial Intelligence to solve business challenges.
- Utilize AI for Predictive Modeling, Market Segmentation, and Forecasting.
- Implement Business Intelligence Frameworks and Cloud-based AI solutions.
- Analyze customer sentiment using advanced data analytics techniques.
- Deploy AI Technology Frameworks and optimize business processes with AI.

## Training Methodology:

This course employs an interactive and engaging methodology, combining theoretical learning with practical applications. Participants will explore real-world scenarios through case studies on AI in Business, participate in group discussions on AI Deployment Strategies, and gain hands-on experience with Google Cloud and Amazon AWS. Techniques like simulation exercises, role-playing, and feedback sessions ensure participants are equipped to apply their learning effectively.

## Course Toolbox:

Participants will receive:

- Comprehensive course ebooks and reading materials
- Templates for Predictive Analytics and Data Wrangling
- Checklists for AI Deployment Strategies

## Course Agenda:

### Day 1: Foundations of Analytical AI

- Introduction to Analytical Artificial Intelligence and Business Analytics Topic 1:
- Distinction Between Business Intelligence and Business Analytics Topic 2:
- Categorization of Analytical Methods: Descriptive, Predictive, and Prescriptive Analytics Topic 3:
- Overview of AI and Its Role in Data-Driven Decision-Making Topic 4:
- Business Analytics Technology Framework BA.TF Topic 5:
- Data Sources: Structured, Unstructured, and Semi-Structured Data Topic 6:
- Recap of foundational concepts and group discussion on potential applications. Reflection & Review:

## Day 2: Data Preparation and Modeling

- Data Preparation Techniques: ETL Processes and Data Cleansing Topic 1: •
- Data Storage Solutions: Data Warehouses vs. Data Lakes Topic 2: •
- Introduction to Machine Learning: Supervised, Unsupervised, and Reinforcement Learning Topic 3: •
- Neural Networks: Basics and Applications in Business Analytics Topic 4: •
- Types of Problems in AI: Classification, Regression, and Clustering Topic 5: •
- Business Use Cases for Predictive Analytics Topic 6: •
- Interactive session to identify challenges in data preparation and discuss case studies. Reflection & Review: •

## Day 3: Advanced Analytical Techniques

- Prescriptive Analytics and Optimization Techniques Topic 1: •
- AI in Customer Sentiment Analysis and Market Segmentation Topic 2: •
- Advanced Data Analysis Methods for Real-Time Insights Topic 3: •
- Automation and AI in Business Processes Topic 4: •
- Case Study: AI Deployment in Retail and Supply Chain Management Topic 5: •
- Continuous Improvement with AI in Operational Management Topic 6: •
- Participant presentations on implementing advanced techniques in their domains. Reflection & Review: •

## Day 4: AI Deployment Strategies

- Cloud Platforms for AI: Amazon AWS, Google Cloud, and Microsoft Azure Topic 1: •
- Integrating AI Frameworks: TensorFlow, Scikit-Learn, and Others Topic 2: •
- Data Governance and Security in Big Data Environments Topic 3: •
- Deployment Models: Build or Buy Decisions for AI Solutions Topic 4: •
- AI for Recommendation Systems and Retail Analytics Topic 5: •
- Evaluation Metrics for AI Model Effectiveness Topic 6: •
- Team exercises on selecting and deploying AI tools for real-world scenarios. Reflection & Review: •

## Day 5: Practical Applications and Future Trends

- Application Integration and Testing for AI Models Topic 1: •
- Leveraging AI for Decision Support and Automation Topic 2: •
- Emerging Trends in AI and Business Analytics Topic 3: •
- Case Study: Real-Time Streaming Analytics for Customer Insights Topic 4: •
- Ethical Considerations in AI Implementation Topic 5: •
- Capstone Project: Designing an AI-Driven Business Solution Topic 6: •
- Final group discussion and feedback session on course learnings and applications. Reflection & Review: •

## How This Course is Different from Other AI Courses:

This course distinguishes itself by focusing on real-world applications and decision-making. Unlike generic AI courses, it integrates practical scenarios such as AI in Customer Sentiment Analysis and Supply Chain Optimization. By emphasizing Cloud Platforms, Big Data Analytics, and Business Intelligence Frameworks, the program ensures that participants are equipped with the latest methods and techniques. This course goes beyond theory, offering actionable insights and strategies for leveraging AI to transform business operations.



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Training Center



## 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



## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أكرا - غانا



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 - تايلند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



شرم الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجبار - تنزانيا



طوكيو - اليابان



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية

## 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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