



دورة التأهيل لاجتياز اختبار CBDA-IIBA في تحليل بيانات الأعمال



AGILE LEADERS
Training Center

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اسطنبول

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

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

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



مدن التدريب

أكرا غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بالي جمهورية إندونيسيا	باكو أذربيجان	باريس فرنسا
برشلونة إسبانيا	براغ جمهورية التشيك	بانكوك تايلاند
بوكيت تايلاند	بورتو البرتغال	برلين ألمانيا
جاكارتا جمهورية إندونيسيا	تورنتو كندا	تبليسي جورجيا
دبي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا	جنيف سويسرا
سان دييغو الولايات المتحدة الأمريكية	زنجبار تنزانيا	روما إيطاليا
نصر الشيخ مصر	سيول كوريا الجنوبية	سنغافورة سنغافورة
طشقند أوزبكستان	طرابزون تركيا	شيكاغو الولايات المتحدة الأمريكية
عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية	طوكيو اليابان



مدن التدريب

كوالالمبور ماليزيا	فيينا النمسا	فرانكفورت ألمانيا
لشبونة البرتغال	لأنكاوي ماليزيا	كيب تاون جنوب إفريقيا
هديد إسبانيا	ماربيا إسبانيا	لندن المملكة المتحدة
ميلان إيطاليا	هونتر سويسرا	هسقط سلطنة عمان
نيس فرنسا	نيروبي كينيا	هيونج ألمانيا
		نيويورك الولايات المتحدة الأمريكية