



# تسخير الذكاء الاصطناعي التحليلي: دورة لقرارات مدفوعة بالبيانات



**AGILE LEADERS**  
Training Center

09 - 13 Feb 2027  
لندن

## تسخير الذكاء الاصطناعي التحليلي: دورة لقرارات مدفوعة بالبيانات

المرجع: 36374\_27753 التاريخ: 09 - 13 Feb 2027 الموقع: لندن الرسوم: 5700 Euro

### 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.



## 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 والهشتريرات 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 |                                                     |



## معدن التدريب

|                                      |                                         |                                   |
|--------------------------------------|-----------------------------------------|-----------------------------------|
| أهستردام<br>هولندا                   | أكرا<br>غانا                            | أثينا<br>اليونان                  |
| الدار البيضاء<br>المغرب              | الجبيل<br>المملكة العربية السعودية      | استنبول<br>تركيا                  |
| القاهرة<br>مصر                       | الرياض<br>المملكة العربية السعودية      | الدوحة<br>قطر                     |
| باريس<br>فرنسا                       | الهناوة<br>مملكة البحرين                | الكويت<br>الكويت                  |
| بانكوك<br>تايلند                     | بالي<br>جمهورية إندونيسيا               | باكو<br>أذربيجان                  |
| برلين<br>ألمانيا                     | برشلونة<br>إسبانيا                      | براغ<br>جمهورية التشيك            |
| تيليسي<br>جورجيا                     | بوكيت<br>تايلاند                        | بورتو<br>البرتغال                 |
| جنيف<br>سويسرا                       | جاكارتا<br>جمهورية إندونيسيا            | تورنتو<br>كندا                    |
| روما<br>إيطاليا                      | حلي<br>الإمارات العربية المتحدة         | جوهانسبرغ<br>جنوب إفريقيا         |
| سنغافورة<br>سنغافورة                 | سان دييغو<br>الولايات المتحدة الأمريكية | زنجانر<br>تنزانيا                 |
| شيكاغو<br>الولايات المتحدة الأمريكية | شرم الشيخ<br>مصر                        | سيول<br>كوريا الجنوبية            |
| طوكيو<br>اليابان                     | طشقند<br>أوزبكستان                      | طرابزون<br>تركيا                  |
| فرانكفورت<br>ألمانيا                 | عن بعد<br>منصة زووم                     | عمان<br>المملكة الأردنية الهاشمية |

## مدن التدريب

|                                       |                       |                    |
|---------------------------------------|-----------------------|--------------------|
| كيب تاون<br>جنوب إفريقيا              | كوالالمبور<br>ماليزيا | فيينا<br>النمسا    |
| لندن<br>المملكة المتحدة               | لشبونة<br>البرتغال    | لانكاوي<br>ماليزيا |
| مسقط<br>سلطنة عمان                    | هدريد<br>اسبانيا      | ماربيا<br>اسبانيا  |
| ميونخ<br>ألمانيا                      | هيلان<br>إيطاليا      | مونترو<br>سويسرا   |
| نيويورك<br>الولايات المتحدة الأمريكية | نيس<br>فرنسا          | نيروبي<br>كينيا    |