

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Business Intelligence and Data Visualisation

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course provides professionals with the skills to leverage business intelligence tools and data visualisation techniques. Participants will learn to analyse data, create impactful visualisations, and make informed decisions based on data-driven insights, enhancing their organisational effectiveness.

Organisations face significant challenges in interpreting vast amounts of data to drive strategic decisions. Professionals often struggle to transform raw data into actionable insights that can influence business outcomes. This course addresses these challenges by equipping participants with the necessary skills to effectively analyse and visualise data, ensuring they can contribute meaningfully to their organisation's objectives. By mastering these skills, participants will be able to identify trends, assess performance metrics, and communicate findings that support strategic initiatives, ultimately enhancing their decision-making capabilities and fostering a data-driven culture within their teams. Furthermore, they will learn to navigate complex datasets and utilise various BI tools to streamline their reporting processes, making their insights more impactful and relevant.
Participants will engage in practical exercises that simulate real-world scenarios, such as developing dashboards and reports that inform decision-making. They will learn to select appropriate visualisation techniques based on data characteristics and audience needs, ensuring clarity and impact. By mastering business intelligence tools and visualisation techniques, attendees will enhance their ability to communicate complex data clearly and persuasively. This capability is crucial for driving organisational change, as it empowers professionals to present data insights effectively, influence stakeholders, and support data-driven strategies that align with their organisation's goals. Ultimately, this course will enable participants to elevate their analytical skills and contribute to their organisation's success through informed decision-making.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of hands-on workshops, case studies, and group discussions to facilitate learning. Participants will work with real datasets to create visualisations using business intelligence software, allowing them to apply theoretical concepts in practical settings. Each day includes targeted exercises that build specific skills, such as data analysis, visualisation design, and dashboard creation. Participants will produce tangible outputs, including interactive dashboards and comprehensive reports, demonstrating their ability to convey insights effectively. This approach ensures that learning is not only theoretical but also practical, enabling participants to apply their skills immediately in their professional roles. Additionally, peer feedback during group activities will enhance collaborative learning and critical thinking.



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Course objectives

By the end of this course, participants will be able to:
• Analyse data sets to identify trends and patterns relevant to business decisions.
• Design effective data visualisations that communicate insights clearly to stakeholders.
• Construct interactive dashboards using business intelligence tools for real-time data analysis.
• Prioritise key performance indicators (KPIs) that align with organisational goals.
• Justify the selection of specific visualisation techniques based on data characteristics.
• Evaluate the effectiveness of different data presentation methods in conveying information.

Target audience

This course is suitable for:
• Data Analysts responsible for interpreting data and generating reports.
• Business Managers seeking to make data-driven decisions.
• Marketing Professionals aiming to visualise campaign performance metrics.
• IT Professionals involved in implementing business intelligence solutions.

Target competencies

Participants will develop competencies in:
• Data analysis and interpretation skills.
• Proficiency in business intelligence software.
• Ability to create compelling data visualisations.
• Understanding of key performance indicators and metrics.
• Effective communication of data insights to stakeholders.
• Critical thinking in evaluating data presentation methods.

Course outline

Day 1: Introduction to Business Intelligence and Data Analysis

Applied activity: Participants will analyse a provided dataset to identify key trends and insights relevant to a fictional company's strategic goals. They will collaborate in small groups to discuss their findings and propose actionable recommendations based on their analysis.
Output: A summary report detailing identified trends, insights, and potential business implications.

09:00–09:54	Overview of business intelligence concepts and their importance in decision-making.
09:54–10:48	Understanding data types, sources, and their relevance to BI processes.



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10:48–11:00	Key methodologies for data analysis and interpretation in business contexts.
11:00–11:30	**Coffee break**
11:30–12:12	Key methodologies for data analysis and interpretation in business contexts. (continued)
12:12–13:06	Introduction to data warehousing, ETL processes, and data quality considerations.
13:06–14:00	Identifying business needs and defining analytical objectives for effective reporting.

Day 2: Data Visualisation Principles and Techniques

Applied activity: Using a dataset, participants will create various visualisations (charts, graphs) to represent the same data. They will evaluate which formats best convey the intended message and discuss their choices with peers to refine their visualisation skills.
Output: A portfolio of visualisations with explanations of their effectiveness and intended audience.

09:00–09:54	Fundamentals of data visualisation and its critical role in business intelligence.
09:54–10:48	Exploring various types of visualisations and their appropriate applications.
10:48–11:00	Best practices for designing effective and engaging visualisations for diverse audiences.
11:00–11:30	**Coffee break**
11:30–12:12	Best practices for designing effective and engaging visualisations for diverse audiences. (continued)
12:12–13:06	Understanding audience needs and tailoring visualisations to enhance comprehension.
13:06–14:00	Common pitfalls in data visualisation and strategies to avoid them.

Day 3: Business Intelligence Tools and Software

Applied activity: Participants will use a BI tool to create a dashboard that tracks key performance indicators for a fictional company, focusing on usability, clarity, and the ability to derive insights from the data presented.
Output: An interactive dashboard showcasing selected KPIs and insights derived from the data.

09:00–09:54	Overview of popular BI tools and their functionalities in data analysis.
09:54–10:48	Hands-on training with selected business intelligence software for practical application.
10:48–11:00	Creating dashboards and reports using BI tools to track performance metrics.
11:00–11:30	**Coffee break**
11:30–12:12	Creating dashboards and reports using BI tools to track performance metrics. (continued)



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12:12–13:06	Integrating data from multiple sources for comprehensive analysis and reporting.
13:06–14:00	Evaluating BI tools based on organisational needs and user requirements.

Day 4: Advanced Data Analysis Techniques

Applied activity: Participants will apply advanced analytical techniques to a dataset, simulating a predictive analysis scenario. They will present their findings to the group, focusing on the implications of their analysis for business strategy.
Output: A presentation summarising the predictive analysis results, insights, and strategic recommendations.

09:00–09:54	Exploring advanced analytical methods, including predictive analytics and data mining.
09:54–10:48	Applying statistical techniques to enhance data insights and decision-making.
10:48–11:00	Using scenario analysis to inform strategic decision-making processes.
11:00–11:30	**Coffee break**
11:30–12:12	Using scenario analysis to inform strategic decision-making processes. (continued)
12:12–13:06	Understanding the role of machine learning in enhancing business intelligence capabilities.
13:06–14:00	Case studies of successful data-driven decision-making in various industries.

Day 5: Integrating BI and Visualisation for Strategic Decision-Making

Applied activity: Participants will work in teams to develop a comprehensive business report that integrates their analyses and visualisations. They will present their report to a panel acting as stakeholders, focusing on the strategic implications of their findings.
Output: A complete business report with integrated data analysis, visualisations, and strategic recommendations.

09:00–09:54	Combining data analysis and visualisation for impactful storytelling in business contexts.
09:54–10:48	Developing a data-driven decision-making framework that aligns with organisational goals.
10:48–11:00	Assessing the impact of data insights on business strategy and operational efficiency.
11:00–11:30	**Coffee break**
11:30–12:12	Assessing the impact of data insights on business strategy and operational efficiency. (continued)
12:12–13:06	Communicating findings to stakeholders effectively to drive action and support initiatives.
13:06–14:00	Creating a culture of data-driven decision-making within teams and across the organisation.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,840.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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