

ANALYTICAL DECISION MAKING COURSE: FROM DATA TO STRATEGY



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TRAINING CENTER



Introduction

Organisations collect more data than ever, yet many decisions still rest on opinion rather than evidence. The Analytical Decision Making Course: From Data to Strategy Training Course closes that gap by connecting data analysis directly to management choices. Participants learn to define the right question, prepare and interpret data correctly, and turn findings into options leaders can act on. Furthermore, the course covers key analytical methods, data visualisation, and the common errors that produce misleading conclusions. In addition, it addresses how to present evidence persuasively and how to measure whether a decision worked. As a result, participants return able to decide with evidence and defend their reasoning.

Analytical Decision Making Course: From Data to Strategy Course Objectives

- Frame analytical questions that support real management decisions.
- Apply descriptive, diagnostic, predictive, and prescriptive analytics concepts.
- Prepare and clean data and assess its quality and reliability.
- Use Excel and business intelligence tools for analysis and dashboards.
- Apply statistical concepts including averages, variation, and correlation.
- Distinguish correlation from causation and avoid misleading conclusions.
- Visualise data clearly with appropriate charts for each message.
- Use decision matrices, weighted scoring, and cost-benefit analysis.
- Build scenario analysis and sensitivity testing for uncertain choices.
- Present evidence persuasively to senior stakeholders and track outcomes.

Course Methodology

- Instructor-led sessions linking analytics concepts to management decisions.

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- Hands-on exercises in spreadsheets and business intelligence dashboards.
- Case studies of decisions improved or harmed by data interpretation.
- Practical exercises in data visualisation and chart selection.
- Group workshops building analytical decision briefs for real problems.
- Continuous knowledge checks and a final assessed analytics project.

Who Should Take This Course

- Managers and department heads using data in daily decisions.
- Business analysts and reporting officers.
- Strategy, planning, and performance staff.
- Operations managers tracking performance indicators.
- Finance and commercial analysts preparing business cases.
- Professionals who present data to senior decision-makers.

Analytical Decision Making Course: From Data to Strategy Course Outlines

Day 1: From Question to Data

- The four types of analytics: descriptive, diagnostic, predictive, prescriptive.
- Framing a decision question precisely before collecting data.
- Identifying data sources and assessing data quality.
- Data cleaning, consistency, and handling missing values.
- Data governance, privacy, and ethical use considerations.
- Common biases in data collection and reporting.
- Workshop: framing an analytical question for a real decision.





Day 2: Analytical Methods and Tools

- Descriptive statistics: averages, medians, ranges, and variation.
- Segmentation and comparison techniques for business data.
- Correlation, causation, and spurious relationships.
- Forecasting basics and trend analysis methods.
- Using Microsoft Excel for pivot tables, formulas, and analysis.
- Introduction to business intelligence tools and dashboards.
- Workshop: analysing a dataset in Excel and interpreting results.

Day 3: Visualising Data for Decisions

- Choosing the right chart for the message: bar, line, scatter, waterfall.
- Avoiding misleading visualisation and distorted scales.
- Dashboard design principles for management reporting.
- Highlighting the insight rather than displaying all the data.
- Using colour, labelling, and annotation effectively.
- Building a one-page analytical brief for decision-makers.
- Workshop: designing a decision dashboard from raw data.

Day 4: From Analysis to Decision

- Translating findings into options and recommendations.
- Decision matrices and weighted scoring models.
- Cost-benefit analysis and return on investment appraisal.
- Scenario analysis and sensitivity testing for uncertainty.
- Risk assessment and documenting assumptions.

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- Communicating trade-offs and presenting recommendations.
- Workshop: building an options paper from analytical findings.

Day 5: Strategy, Persuasion, and Measurement

- Connecting analytical insight to strategic priorities.
- Presenting evidence persuasively to senior stakeholders.
- Handling challenge, scepticism, and conflicting data.
- Defining success measures and review points for decisions.
- Post-decision review and lessons learned practices.
- Building a personal analytical development plan.
- Workshop: presenting an analytical decision brief and review plan.

Conclusion

By successfully completing the Analytical Decision Making Course: From Data to Strategy Training Course, participants will have acquired the knowledge to frame analytical questions, prepare and interpret data correctly, apply statistical and visualisation techniques, and convert findings into options leaders can act on. They will also gain the ability to present evidence persuasively and review whether decisions delivered the expected results. Furthermore, the course prepares teams to replace opinion-driven debate with evidence-based discussion. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready analytical practice.

FAQs





Q1 What is the "Analytical Decision Making Course: From Data to Strategy" course about?

It is a practical programme on using data to make and defend management decisions. It covers analytical question framing, data preparation and quality, descriptive and predictive methods, visualisation and dashboards, decision matrices and cost-benefit analysis, scenario testing, persuasive presentation, and post-decision review.

Q2 What are the key benefits of the "Analytical Decision Making Course: From Data to Strategy" course?

Participants gain the ability to replace opinion-driven debate with evidence, which improves decision quality and speeds up agreement in meetings. The course reduces errors from misread data, strengthens business cases and budget requests, improves dashboard and report quality, and gives managers documented reasoning that stands up to scrutiny.

Q3 What skills will I gain from the "Analytical Decision Making Course: From Data to Strategy" course?

Analytical question framing and data quality assessment; statistical interpretation using descriptive and comparative methods; data visualisation and dashboard design; and decision option appraisal, scenario testing and evidence-based presentation.



Q4 What tools, methods, or standards are covered in the "Analytical Decision Making Course: From Data to Strategy" course?

The course covers the four analytics types, descriptive statistics including averages, medians, and variation, correlation and causation analysis, trend and forecasting basics, Microsoft Excel pivot tables and formulas, business intelligence dashboards, chart selection for bar, line, scatter, and waterfall charts, dashboard design principles, decision matrices and weighted scoring models, cost-benefit and return on investment analysis, scenario and sensitivity analysis, and post-decision review frameworks.

Q5 How is the "Analytical Decision Making Course: From Data to Strategy" course applied in real-world practice?

Graduates apply it by defining the decision question before pulling data, checking data quality and cleaning it, and analysing results in spreadsheets or dashboard tools. They also choose the right chart for each message, build an options paper with scoring and sensitivity tests, present findings to senior stakeholders, and review after implementation whether the expected results materialised.