



DATA SAVVY DECISION MAKING

Mar 15-16, 2023

We are surrounded by Data, but starved for insights – Jay Baer

PROGRAM OVERVIEW

With the explosive growth of data, industry requires managers to have a skill set to draw meaning from that data for its effective application. Data is only truly harnessed for organizational growth when analytics are applied, insights are drawn, and decisions are made. Navigating complex enterprise systems and mining for desired data can be overwhelming. Hence, all managers in critical roles need to have a basic proficiency in spreadsheet analysis and decision modeling.

This 2-day program takes a skills-based approach to enable managers to apply techniques in data analytics for generating insights for businesses. The program builds up the modern professionals' analytical toolkit in advance excel and also introduces them to dashboarding in Power BI.

Alongside the case-method pedagogy grounded in the local environment, the program also uses lab tutorials for hands-on learning from real-world case data.

COVERAGE AREAS



**Data
Visualization**



**Disciplined Exploratory
Data Analytics Approach**



**Predictive
Analytics**



**Prescriptive
Analytics**



**Introduction to Forecast
Modelling and Quick Forecasting**

LEARNING OUTCOMES

- Ability to choose the right analytics tool for each type of decision
- Better data driven tactical and strategic decision-making
- Greater transparency and shared decision-making models
- Upskilled visualization for presentations and better data storytelling

LEAD FACILITATOR

Dr. Shazib Shaikh

Associate Professor Business Analytics and Decision Sciences, KSBL
PhD Informatics, University of Manchester, UK
MSc Computation, UMIST, UK
BSc Accounting & Financial Analysis, University of Warwick, UK
<https://www.ksbl.edu.pk/faculty-profile/Dr-Shazib-Ehsan-Shaikh>

TARGET AUDIENCE

Mid-career and new business professionals in decision-making roles with basic knowledge of excel.

INVESTMENT

Rs. 60,000
(excl taxes)

DATE

Mar 15-16, 2023

TIMINGS

9 am to 5:30 pm

VENUE

KSBL Campus

CONTACT

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