Training Title
EFFECTIVE TECHNIQUES IN REPORTING & BUSINESS DATA ANALYSIS

Training Duration
5 Days

Training Venue and Dates

Ref. No. ML089	Effective Techniques in Reporting & Business Data Analysis	5	18 - 22 Aug 2025	$6,500	London, U.K.

In any of the 4 or 5 star hotel. Exact venue will be informed soon.

Training Fees
- **6,500 US$ per participant for Public Training including Course Materials/Handouts, Tea/Coffee, Refreshments & Lunch**

Training Certificate
Define **Management Consultancy & Training Certificate of course completion will be issued to all attendees.**

TRAINING DESCRIPTION

This course is designed to equip professionals with the knowledge and practical skills required to analyze business data effectively and communicate insights clearly through impactful reporting. Combining analytical thinking with reporting best practices, the course focuses on transforming raw data into actionable intelligence that drives business decisions.

OBJECTIVE

By the end of the course, participants will be able to:

- Understand the principles of data analysis and reporting in a business context.
- Use data analytics tools (e.g., Excel, Power BI, or Tableau) to explore and visualize data.
- Design and deliver clear, concise, and compelling business reports.
- Interpret data trends, patterns, and outliers to support strategic decisions.
- Communicate data insights to both technical and non-technical stakeholders.

WHO SHOULD ATTEND?

- Business analysts

- Financial analysts
- Marketing professionals
- Project managers
- Anyone involved in data-driven decision making or business reporting

TRAINING METHODOLOGY

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. The delegates will also be encouraged to raise their own questions and to share in the development of the right answers using their own analysis and experiences.

- **30% Lectures**
- **30% Workshops and work presentation**
- **20% Group Work& Practical Exercises**
- **20% Videos& General Discussions**

COURSE OUTLINE

Foundations of Business Data Analysis

- Importance of data in business decision-making
- Types of business data and sources
- Quantitative vs qualitative data

Data Collection & Cleaning

- Data sourcing methods
- Handling missing or inconsistent data
- Preparing data for analysis

Analytical Techniques

- Descriptive statistics
- Trend analysis
- Forecasting basics
- KPI identification and tracking

Data Visualization & Dashboarding

- Best practices in data visualization
- Choosing the right chart for the data

- Tools: Excel, Power BI, or Tableau
- Creating interactive dashboards

Effective Reporting Techniques

- Structuring business reports
- Data storytelling and narrative framing
- Using visuals to support key messages
- Reporting formats and audiences

Practical Applications

- Case studies in sales, finance, operations, and marketing analytics
- Hands-on reporting projects
- Group presentation of findings

NOTE:
Pre & Post Tests will be conducted.
Case Studies, Group Exercises, Group Discussions, Last Day Review &Assessments will be carried out.

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