Scandinavian Academy

for Training and Development AB

Course: Data Analysis for Strategic Decision Making

Code	City	Hotel	Start	End	Price	Language - Hours
DAI-848	Stockholm (Sweden)	Hotel Meeting Room	2026-04-06	2026-04-10	5950 €	En - 25

Course Introduction

This specialized training program offers you the opportunity to develop a deep and comprehensive understanding of the principles and fundamentals of data analysis and the creation of smart, interactive reports. Through this program, you will acquire practical skills to handle data of all types and sizes, process it from multiple sources, and overcome daily challenges related to report preparation. The program provides the necessary tools to facilitate strategic decision-making and effective planning based on extracted insights.

General Course Objective

This program aims to introduce participants to key scientific and practical concepts in the field of data analysis, including sequential data values, data-driven organizations, Key Performance Indicators (KPIs), data aggregation from multiple sources, data cleaning and optimization, enterprise data modeling, data visualization, and professional report design. These skills will enable participants to enhance institutional performance and make effective strategic decisions.

Course Objectives

- Introduce participants to the concept of data and its significance in organizational decision-making.
- Enable participants to identify different data sources and utilize them effectively.
- Develop participants' skills in data analysis and the professional use of analytical

tools.

- Train participants in the use of data measurement methods and the creation of smart reports.
- Enhance participants' ability to build and design interactive dashboards.
- Teach participants how to merge data from multiple sources and create unified reports.
- Enable participants to translate data into valuable information that serves organizational goals.
- Train participants in presenting and visualizing data professionally and effectively.
- Strengthen participants' ability to make managerial decisions and engage in strategic planning based on data reports.
- Apply learned concepts through case studies and real-world applications.

Target Audience

- Anyone interested in or requiring data analysis skills and smart, interactive report preparation in their work.
- Sales and marketing managers.
- Financial managers and accountants.
- Logistics sector professionals.
- Managers and professionals across various sectors and departments.
- Human resource specialists.
- Healthcare and hospital management professionals.
- Hospitality and hotel industry professionals.

Course Outline

Introduction to the Program and Data Fundamentals

- The concept and importance of data.
- Data sources and different formats.
- The role of data in organizational success.

Fundamentals of Data Analysis and Measurement

- Basic concepts of data analysis.
- Principles and types of data measurement.
- Methods and tools used in data analysis.

Data Analysis Tools and Report Building

- Key tools for data analysis and report preparation.
- Effective use of data measurement tools.
- Designing and building interactive reports and dashboards.

Advanced Data Processing and Analysis

- Performing computational, financial, logistical, and mathematical operations on data.
- Merging data from multiple sources and creating unified reports.
- Transforming data into strategic insights.

Data Reporting and Presentation

- Techniques for presenting reports and visualizing data professionally.
- Fundamentals of designing effective and engaging reports.

Data and Strategic Decision-Making

- The relationship between data and strategic planning.
- Managerial decision-making and planning based on data reports.

Case Studies and Practical Applications

- Workshops and hands-on applications.
- Real-world exercises from different work environments.

The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.