



**Scandinavian Academy**  
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# Course: Business Data Collection, Analysis and Presentation

Code	City	Hotel	Start	End	Price	Language - Hours
DAI-867	Zurich (Switzerland)	Hotel Meeting Room	2026-06-15	2026-06-19	5950 €	En - 25

## Introduction :

Effective use of business data, information technology and various analytical methods helps managers and employees gain improved insight into their business issues and helps make better informed decisions. Tools and techniques presented in this programme can be applied across many areas in a wide variety of organisations to improve stakeholder satisfaction, enhance return on investment, mitigate business risks and improve planning.

The Business Data Collection, Analysis and Presentation training course covers the foundational knowledge necessary to collect reliable business data and conduct comprehensive analysis to help maximise organisational value. The training course is focused on the enhancement of essential knowledge and skills and equips participants with a toolbox of ideas and methodologies for effective data collection and analysis.

## Objectives

- Develop critical thinking and structured problem-solving skills
- Identify business problems and analyze organizational needs
- Design and conduct effective business data collection methods
- Analyze and interpret business data for strategic decision-making
- Conduct feasibility studies for business initiatives
- Solve management problems using analytical tools and frameworks
- Influence stakeholders through persuasive communication and presentation skills



## Target Audience

- Business executives and decision-makers
- Data analysts and strategic planners
- Research and development teams
- Risk management and corporate planning professionals
- Marketing and business development professionals
- Anyone looking to enhance their skills in data analysis and business decision-making

## Training Outline :

### **DAY 1 : Introduction to Key Concepts in Business Decision-Making**

- fundamentals of business decision-making
- Decision-making processes and critical thinking
- Data vs. information vs. knowledge
- Distinguishing facts, statistics, rumors, and fiction
- Understanding business problems and opportunities:
  - Identifying business challenges
  - Setting clear objectives
  - Defining problems and analyzing key priorities
  - Recognizing assumptions, constraints, and influencing factors

### **DAY 2 : Collecting Relevant and Reliable Business Data**

- The role of data in decision-making



- Importance and value of business research
- Business research process and design
- Data sources and collection methods
- Sampling techniques and analysis
- Developing effective research proposals
- Gathering and organizing relevant business data
- Designing surveys and questionnaires
- Crafting the right questions for meaningful insights

### **Day 3 : Data Validation and Analysis Techniques**

- Understanding different types of business data
- Ensuring data reliability and validity
- Introduction to decision models and spreadsheet analysis
- Visualizing and exploring business data
- Data analysis methods and essential business statistics
- Using charts and frequency distributions
- Creating pivot tables for data analysis
- Applying descriptive statistics in business decisions
- Understanding measures of central tendency and variability

### **Day 4 : Probability Distributions and Data Modeling**

- Role of probability in business decision-making
- Statistical decision theory and its applications
- Business applications of probability distributions
- Correlation and regression analysis for business insights
- Diagnostic and analytical models for data-driven decisions
- Fundamentals of option analysis and decision heuristics
- Payoff tables and decision-making under certainty, risk, and uncertainty



- Decision trees and utility theory for strategic business choices

## **Day 5 : Persuasive Business Communication and Data Presentation**

- A structured framework for persuasive communication: AIM-FOCUS
- Importance of AIM (Audience, Intent, Message) in business communication
- The need to FOCUS for clarity and impact
- Writing compelling and convincing business reports
- The art of influence through professional business presentations
- Case study application: Real-world business data analysis



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 will receive comprehensive training materials, including theoretical content, practical exercises, and supporting resources, provided in both printed and digital formats. 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 Coffee Break provided during the sessions to ensure participants comfort.