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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Business Intelligence - Concepts and Principles

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20 – 24 December 2020

Dubai / United Arab Emirates

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



## Introduction

Business Intelligence, BI is a concept that usually involves the delivery and integration of relevant and useful business information in an organization. Companies use BI to detect significant events and identify/monitor business trends to adapt quickly to their changing environment and a scenario. If you use effective business intelligence training in your organization, you can improve the decision making processes at all levels of management and improve your tactical strategic management processes.

In this course, you will gain the knowledge and skills for using business intelligence purposes and for working as a business intelligence developer. You'll have the opportunity to learn how MicroStrategy's Online Analytical Processing (OLAP) and Visualization capabilities capable to create visualizations and dashboards.

The course gives an overview of how business intelligence technologies can support decision making across any number of business sectors. These technologies have had a profound impact on corporate strategy, performance, and competitiveness and broadly encompass decision support systems, business intelligence systems, and visual analytics. The sessions are organized around the business intelligence concepts, tools, and applications, and the use of data warehouse for business reporting and online analytical processing, for creating visualizations and dashboards, and for business performance management and descriptive analytics.

## Objectives

- The precipitants will learn how to accelerate the work towards achieving the Vision goals and objectives of the Vision 2030.
- To be proactive and face the implementation challenges of Vision initiatives and providing solutions.
- Analyzing the gaps and evaluating the pain points that come along with the Vision's programs.
- Creating a motivating and productive work environment that attracts competent and national talents.
- Supporting the "Vision 2030" governance framework to ensure disciplined internal operation and alignment with government agencies.
- Following up on - and improving – the processes of the organizations relating to the Vision.
- Raising awareness in the organizations towards the latest developments in achieving the Vision.

### Who Should Attend?

- Project management teams,
- IT Management staff,
- Developers,
- Planners
- Business analystes

## Course Outlines

### **DAY 1**

#### **Decision Making and Decision Support Systems**

- Course Introduction
- Overview of Decision Making
- Conceptual Foundations of Decision Making
- Decision Support Systems
- Decision Making Support in Practice

### **DAY 2**

#### **Business Intelligence Concepts and Platform Capabilities**

- BI Concepts
- BI Platform Capabilities
- MicroStrategy Desktop BI Capabilities
- Business Reporting
- BI OLAP Styles

### **DAY 3**

#### **Data Visualization and Dashboard Design**

- Data Visualization Video Lecture 9m
- Data Visualization Guidelines and Pitfalls
- Comprehensive Training Video for Showing Data Visualization Steps
- Performance Dashboards
- Dashboard Design Guidelines and Pitfalls
- Comprehensive Training Video for Creating Dashboard Using Advanced Visualization

### **DAY 4**

#### **Business Performance Management Systems**

- Business Performance Management
- Performance Measurement System
- Balanced Scorecards Versus Six Sigma
- Training Video for MicroStrategy Desktop Business Performance Analysis
- Business Analytics

### **Day 5**

#### **BI Maturity, Strategy, and Opportunities**

- BI Maturity
- BI Strategy
- BI Opportunities

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

## Schedule

**The course agenda will be as follows:**

- Technical Session 08.30-10.00 am
- Coffee Break 10.00-10.15 am
- Technical Session 10.15-12.15 noon
- Coffee Break 12.15-12.45 pm
- Technical Session 12.45-02.30 pm
- Course Ends 02.30 pm

## Course Fees\*

- **2,950USD**  
*\*VAT is Excluded If Applicable*