

**COURSE OVERVIEW TM0677-3D**  
**Applied Statistics for Business and Decision Making**

**Course Title**

Applied Statistics for Business and Decision Making

**Course Date/Venue**

September 14-16, 2026/Al Ain Boardroom, Le Royal Méridien Abu Dhabi Hotel, Abu Dhabi, UAE

**Course Reference**

TM0677-3D



**Course Duration/Credits**

Three days/1.8 CEUs/18 PDHs

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**Course Description**



***This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.***



This course is designed to provide participants with a detailed and up-to-date overview of Applied Statistics for Business and Decision Making. It covers the role of statistics in decision making, types of data and descriptive and inferential statistics; the data collection, sampling techniques, descriptive statistics and data visualization; the probability basics, probability distributions and sampling distributions; the confidence intervals, concept and interpretation and confidence levels; and the margin of error and business applications.



During this interactive course, participants will learn the hypothesis testing methods, correlation analysis and simple linear regression; the multiple regression analysis, time series analysis and decision analysis under uncertainty; the analysis of variance (ANOVA) covering comparing multiple groups, one-way ANOVA, assumptions of ANOVA and business use cases; and the data-driven decision making covering translating analysis into action, KPI analysis, dashboard interpretation and communicating insights to stakeholders.

### Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on applied statistics for business and decision making
- Discuss the role of statistics in decision making, types of data, descriptive and inferential statistics
- Carryout data collection and sampling techniques, descriptive statistics and data visualization
- Recognize probability basics, probability distributions and sampling distributions
- Explain confidence intervals including concept and interpretation, confidence levels, margin of error and business applications
- Apply hypothesis testing methods, correlation analysis and simple linear regression
- Employ multiple regression analysis, time series analysis and decision analysis under uncertainty
- Discuss analysis of variance (ANOVA) covering comparing multiple groups, one-way ANOVA, assumptions of ANOVA and business use cases
- Apply data-driven decision-making covering translating analysis into action, KPI analysis, dashboard interpretation and communicating insights to stakeholders

### Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

### Who Should Attend

This course provides an overview of all significant aspects and considerations of applied statistics for business and decision making for business analysts and decision-makers, managers and department heads, finance and operations professionals, marketing and sales analysts, HR and organizational development professionals, project managers and coordinators, data analysts and reporting professionals, quality assurance and continuous improvement specialists, entrepreneurs and business owners, anyone seeking to apply statistical methods to business analysis and strategic decision-making.

### Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### Learning Design & Customization


This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours

### Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations:

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

### Course Fee

**US\$ 3,750** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Mr. Mike Taylor**, PhD (on-going), MScLI, MBA, MBL, BSc, HDE, is a **Senior Management Consultant** with over **25 years** of extensive experience in the areas of **Statistics for Business & Decision Making, Data Quality Control, Data Quality Assessment, Data Quality Planning, Data Quality Strategy Management, Data Modelling, Root Cause Analysis & Solution Development, Climate change, Project Planning, Scheduling & Cost Control Professional, Project Scheduling & Cost Control, Facilitation & Leadership Skills, Economic Changes, Coaching, Human Resource Development, Psychometric Testing, Career Development & Competence, Succession Planning, Self-Development & Empowerment, Personal Learning Needs Identification, Critical Success Factors (CSFs), Key Performance Indicators (KPIs), Productivity Creativity & Thinking Modes, Human Resource Scorecard Management, Career Laddering, Fast-Track Career Progression Application, Knowledge Management, Customer Management, Leadership Skills, Presentation Skills, Negotiation Skills, Decision Making Skills, Communication Skills, Emotional Intelligence, Performance Management, Contract Management, Quality Management, Commercial Strategy, Project Management, Risk Management, Leadership & Business Management, Human Resource Management, Planning, Budgeting & Cost Control, Business Development, Innovation, Sales Strategy and Knowledge & Intangible Asset Assessment Design. Further, he is also well versed in **Organization Management & Business Consulting, Stakeholder & Supplier Evaluation, Data Collection & Information Gathering, Value & Supply Chain Management, Intellectual Property & Innovation Assessments, Logistics & Supply Chain Management, Budgeting & Cost Control and Marketing Management.** Mr. Taylor is the **Founder & CEO** of Mitakon Innovation Pty Ltd wherein he is responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21<sup>st</sup> century facilitation and leadership methodology.**

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Knowledge-Solutions Service Provider, Founder-Principal/CIO, Subject Matter Expert, Consulting Partner, Executive/Management Development Facilitator, Multinational/Corporate Senior Management Consultant, Senior Quality & Management Consultant, Executive Management Development/Facilitator, Business Consultant/Facilitator, Business & Quality Consultant/Coach, Client Director, Administration Manager, Quality Manager, International Sales & Business Development Executive, Regional Sales Manager, National Key Accounts Manager, Commercial Sales & Marketing Consultant, Admin Assistant, Sales & Marketing Representative, Key Note Speaker, Lecturer and Instructor/Trainer** for various international companies such as the Highland Group (Business Consulting), **Anglo American, BHP Billiton, Rio Tinto, DI Management Solutions (BPO), Master Deal Making Institute (MDMI), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, FMCG/Binzagr Company, Unilever, Kellogg's, BAT, Hershey's, CORO, Lilly Direct/Lennon Generics and Bausch & Lomb.**

Mr. Taylor has **Master** degrees in **Leadership & Innovation, Business Administration and Business Leadership** as well as a **Bachelor** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy.** Further, he is a **Certified Instructor/Trainer, Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a member of Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF). He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1: Monday, 14<sup>th</sup> of September 2026**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>Introduction to Statistics in Business</b> Role of Statistics in Decision Making • Types of Data (Qualitative versus Quantitative) • Descriptive versus Inferential Statistics • Business Use Cases (Marketing, Finance, Operations)
0930 – 0945	Break
0945 – 1030	<b>Data Collection &amp; Sampling Techniques</b> Primary versus Secondary Data • Sampling Methods (Random, Stratified, Cluster) • Sample Size Determination • Bias and Data Quality Issues
1030 – 1130	<b>Descriptive Statistics</b> Measures of Central Tendency (Mean, Median, Mode) • Measures of Dispersion (Range, Variance, Standard Deviation) • Skewness and Kurtosis • Interpretation in Business Context
1130 – 1215	<b>Data Visualization</b> Charts (Bar, Pie, Histogram, Boxplot) • Choosing the Right Visualization • Identifying Patterns and Outliers • Communicating Insights Visually
1215 – 1230	Break
1230 – 1330	<b>Probability Basics</b> Concepts of Probability • Conditional Probability • Independent and Dependent Events • Applications in Business Decisions
1330 – 1420	<b>Basics of Probability Distributions</b> Discrete versus Continuous Distributions • Binomial Distribution • Normal Distribution • Business Applications of Distributions
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One

#### **Day 2: Tuesday, 15<sup>th</sup> of September 2026**

0730 – 0830	<b>Sampling Distributions</b> Concept of Sampling Distribution • Central Limit Theorem (CLT) • Standard Error • Implications for Decision Making
0830 – 0930	<b>Confidence Intervals</b> Concept and Interpretation • Confidence Levels • Margin of Error • Business Applications (Estimation)
0930 – 0945	Break
0945 – 1100	<b>Hypothesis Testing Fundamentals</b> Null and Alternative Hypotheses • Type I and Type II Errors • Significance Level ( $\alpha$ ) • Decision Rules

1100 – 1215	<b>Hypothesis Testing Methods</b> Z-Test and t-Test • One-Sample and Two-Sample Tests • Paired Tests • Real-World Business Examples
1215 – 1230	Break
1230 – 1330	<b>Correlation Analysis</b> Measuring Relationships (Pearson Correlation) • Strength and Direction of Relationships • Correlation versus Causation • Business Applications
1330 – 1420	<b>Simple Linear Regression</b> Regression Concepts • Equation of a Line • Interpreting Coefficients • Prediction and Forecasting
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

**Day 3: Wednesday, 16<sup>th</sup> of September 2026**

0730 – 0830	<b>Multiple Regression Analysis</b> Multiple Predictors • Model Building • Interpreting Coefficients • Applications in Business Forecasting
0830 – 0930	<b>Time Series Analysis</b> Trend, Seasonality, and Cycles • Moving Averages • Forecasting Techniques • Business Applications (Sales, Demand)
0930 – 0945	Break
0945 – 1100	<b>Decision Analysis Under Uncertainty</b> Decision Trees • Expected Value Concepts • Risk versus Return Analysis • Scenario Planning
1100 – 1215	<b>ANOVA (Analysis of Variance)</b> Comparing Multiple Groups • One-Way ANOVA • Assumptions of ANOVA • Business Use Cases
1215 – 1230	Break
1230 – 1300	<b>Data-Driven Decision Making</b> Translating Analysis into Action • KPI Analysis • Dashboard Interpretation • Communicating Insights to Stakeholders
1300 - 1345	<b>Capstone Project &amp; Practical Application</b> Analyzing a Business Dataset • Applying Statistical Methods • Interpreting Results • Presenting Actionable Recommendations
1345– 1400	<b>Course Conclusion</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

**Practical Sessions**

This practical and highly-interactive course includes real-life case studies and exercises:



**Course Coordinator**

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