



COURSE OVERVIEW TM0815 Introduction to Data Analytics

Course Title

Introduction to Data Analytics

Course Date/Venue

August 18-22, 2025/Fujairah Meeting Room,
Grand Millennium Al Wahda Hotel, Abu Dhabi,
UAE

Course Reference

TM0815

Course Duration/Credits

Five days/2.75 CEUs/27.5 PDHs



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 data analytics for managerial decision making. It covers how analytics is transforming organizational decision making and innovation, pitfalls and payoffs for business; the descriptive analytics, what data to collect and what it is telling you; the data visualization techniques to envision important factors and relationships, quantifying data, data variability and dealing with limited data; and the predictive analytics and what is likely to occur based on what has happened in the past.



During this interactive course, participants will learn the customer demand and preferences by mining data, strategies and tactics for deploying predictive analytics initiatives; the prescriptive analytics and understanding data to make better decisions; the “what if” scenario analysis, minimizing pitfalls such as process variability and the “flaw of averages” and outcome optimization; the best-in-practice analytics methods, analytics best practices and implementation challenges; and get started with analytics methods that can be applied to your organization.



Course Objectives

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

- Apply and gain systematic techniques and methodologies for data analytics for managerial decision making
- Discuss how analytics is transforming organizational decision making and innovation, pitfalls and payoffs for business
- Recognize descriptive analytics as well as identify what data to collect and what it is telling you
- Improve data visualization techniques to envision important factors and relationships, quantifying data, data variability, dealing with limited data
- Identify predictive analytics and foresee what is likely to occur based on what has happened in the past
- Predict customer demand and preferences by mining data and explain strategies and tactics for deploying predictive analytics initiatives
- Employ prescriptive analytics and understanding data to make better decisions
- Establish “what if” scenario analysis, minimize pitfalls such as process variability and the “flaw of averages” and outcome optimization
- Employ best-in-practice analytics methods, analytics best practices as well as implementation challenges
- Get started with analytics methods that can be applied to your organization

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 data analytics for managerial decision making for middle and upper managers, analysts, project leaders.



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

Certificates are accredited by the following international accreditation organizations: -



British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. 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.

-  USA International Association for Continuing Education and Training (IACET)

Haward Technology is an Authorized Training Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, Virginia 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 1-2013 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 1-2013 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 Association 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 **2.75 CEUs** (Continuing Education Units) or **27.5 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 Instructor

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:



Dr. Frederick Labuschagne, PhD, MBL, BA, BD, is a **Senior Management & Finance Consultant** with **35 years** of extensive experience. His expertise includes **Business Ownership Skills, Leadership & Business Management, Legal Documentation Processes & Procedures, Legal Compliance & Corporate Governance, Corporate Governance Failures, Legal Implications, Corporate Compliance Essentials, Transparency in Corporate Governance, Legal Aspects of Corporate Governance, Contract and Legal Document Drafting, Business Process Improvement**

Techniques & Awareness, Business Process Optimization, Business Continuity Management Systems, Auditing Business Systems & Controls, Sustainable Business Strategy, Business Process Analysis, Mapping & Modeling, Managing & Improving Business Performance, Technical & Business Report Writing, Change Management Strategy, Change Management Intervention, Excellence Customer Service Management, Orchestrating Team Performance, Handling Difficult Customer, Managing Service Quality & Customer, Customer Relationship Management (CRM), Therapeutic Communication Skills, Team Communication & Behaviour, Communications Management, Communication Improvement, Psychosocial Development, Orchestrating Team Performance, Team Skills Development, Team Development Assessment Results, Focus & Building Commitment, Opportunity Analysis, Conflict Management, Reward & Recognition Development, Team Operating Procedures, Team Integration & Evaluation, Effective Knowledge Sharing, Knowledge Management, Innovation & Leadership Styles, High Performance Learning Culture, Team Building Skills, Team Performance, Team Development, Team Dynamics, Course Design & Training Development, Event Management, Performance Management, Financial Management, Budgeting & Cost Control, Budget Forecasting, Personal & Professional Development, Tools & Reporting for Employee Relations, Teambuilding Skills, Interpersonal Skills, Leadership Skills, Negotiation Skills, Presentation Skills, Administration Skills, Time & Stress Management, Paradigm & Paradigm Shifts, ISO 9001 Lead Auditor, Project Management, Productivity & Efficiency Improvements, Organisational Management, Reinvention & Proficiency, Risk Management, Productive Production & Operations Management, Decision Analysis & Problem Solving, PERT CPM, Facilities & Jobs Design, and Systems Improvement, Human Relations and Organizations, Work Study and Product Improvement.

Currently, Dr. Labuschagne is the **Lead Consultant/Instructor** for the **Institute for Dynamic Interaction** where he spearheads **major international projects** and comprehensive presentations. Among these are sessions on Human Resource & Performance Management, **Personal & Professional Development**, Emotional Intelligence, Strategic Planning & Creative Thinking, Problem Solving, Personnel Development, **Team Building**, Effective Communication, Presentation & Interpersonal Skills, and Habits of Highly Effective People. Herein, he has built an evident reputation for first-class motivational team leadership management, development & **mentoring**, conforming to effective performance, analysing progress as well as identifying development requirements.

Dr. Labuschagne has **PhD** and **Master's** degree in **Business Leadership**, a **BA in Management**. Further, he is a Registered **MBTI** (Myers-Briggs Type Indicator) Consultant with the Consulting Psychologists & HR Development, a **Certified Instructor/Trainer**, a **Certified Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and has performed **numerous assessments** and **workshops** for renowned businesses, utilizing key success attributes in delivering feasible results and providing effective leadership.





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.

Accommodation

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

Course Fee

US\$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Program

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

Day 1: Monday 18th of August 2025

0800 – 0815	Registration & Coffee
0815 – 0830	Welcome & Introduction
0830 – 0845	PRE-TEST
0845 – 0930	<i>How Analytics is Transforming Organizational Decision Making & Innovation, Pitfalls & Payoffs for Business</i>
0930 – 0945	Break
0945 – 1030	<i>How Analytics is Transforming Organizational Decision Making & Innovation, Pitfalls & Payoffs for Business (cont'd)</i>
1200 – 1300	Lunch
1300 – 1330	<i>How Analytics is Transforming Organizational Decision Making & Innovation, Pitfalls & Payoffs for Business (cont'd)</i>
1330 – 1315	Break
1315 – 1420	<i>How Analytics is Transforming Organizational Decision Making & Innovation, Pitfalls & Payoffs for Business (cont'd)</i>
1420 – 1430	Recap
1430	End of Day One

Day 2: Tuesday 19th of August 2025

0800 – 0930	Descriptive Analytics <i>Understanding What Data to Collect & What it is Telling You</i> • <i>Data Visualization Techniques to Envision Important Factors & Relationships</i> • <i>Quantifying Your Data, Data Variability, Dealing with Limited Data</i>
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0930 – 0945	Break
0945 – 1200	Descriptive Analytics (cont'd) Understanding What Data to Collect & What it is Telling You • Data Visualization Techniques to Envision Important Factors & Relationships • Quantifying Your Data, Data Variability, Dealing with Limited Data (cont'd)
1200 – 1300	Lunch
1300 – 1345	Descriptive Analytics (cont'd) Understanding What Data to Collect & What it is Telling You • Data Visualization Techniques to Envision Important Factors & Relationships • Quantifying Your Data, Data Variability, Dealing with Limited Data (cont'd)
1345 – 1400	Break
1400 – 1420	Descriptive Analytics (cont'd) Understanding What Data to Collect & What it is Telling You • Data Visualization Techniques to Envision Important Factors & Relationships • Quantifying Your Data, Data Variability, Dealing with Limited Data (cont'd)
1420 – 1500	Recap
1500	End of Day Two

Day 3: Wednesday 20th of August 2025

0800 – 0930	Predictive Analytics Foreseeing What is Likely to Occur Based on What has Happened in the Past • Mining your Data to Predict Customer Demand & Preferences • Strategies & Tactics for Deploying Predictive Analytics Initiatives
0930 – 0945	Break
0945 – 1200	Predictive Analytics (cont'd) Foreseeing What is Likely to Occur Based on What has Happened in the Past • Mining your Data to Predict Customer Demand & Preferences • Strategies & Tactics for Deploying Predictive Analytics Initiatives (cont'd)
1200 – 1300	Lunch
1300 – 1345	Predictive Analytics (cont'd) Foreseeing What is Likely to Occur Based on What has Happened in the Past • Mining your Data to Predict Customer Demand & Preferences • Strategies & Tactics for Deploying Predictive Analytics Initiatives (cont'd)
1345 – 1400	Break
1400 – 1420	Predictive Analytics (cont'd) Foreseeing What is Likely to Occur Based on What has Happened in the Past • Mining your Data to Predict Customer Demand & Preferences • Strategies & Tactics for Deploying Predictive Analytics Initiatives (cont'd)
1420 – 1500	Recap
1500	End of Day Three

Day 4: Thursday 21st of August 2025

0800 – 0930	Prescriptive Analytics Understanding Your Data to Make Better Decisions • “What If” Scenario Analysis • Minimizing Pitfalls such as Process Variability & The “Flaw of Averages” • Outcome Optimization
0930 – 0945	Break



0945 – 1200	Prescriptive Analytics (cont'd) <i>Understanding Your Data to Make Better Decisions • “What If” Scenario Analysis • Minimizing Pitfalls such as Process Variability & The “Flaw of Averages” • Outcome Optimization (cont'd)</i>
1200 – 1300	Lunch
1300 – 1345	Prescriptive Analytics (cont'd) <i>Understanding Your Data to Make Better Decisions • “What If” Scenario Analysis • Minimizing Pitfalls such as Process Variability & The “Flaw of Averages” • Outcome Optimization (cont'd)</i>
1345 – 1400	Break
1400 – 1420	Prescriptive Analytics (cont'd) <i>Understanding Your Data to Make Better Decisions • “What If” Scenario Analysis • Minimizing Pitfalls such as Process Variability & The “Flaw of Averages” • Outcome Optimization (cont'd)</i>
1420 – 1500	Recap
1500	End of Day Four

Day 5: Friday 22nd of August, 2025

0800 – 0830	Best-In-Practice Analytics Methods <i>Analytics Best Practices • Implementation Challenges • Getting Started with Analytics Methods that can be Applied to your Organization</i>
0830 – 0930	Break
0930 – 1200	Best-In-Practice Analytics Methods (cont'd) <i>Analytics Best Practices • Implementation Challenges • Getting Started with Analytics Methods that can be Applied to your Organization (cont'd)</i>
1200 – 1300	Lunch
1300 – 1330	Best-In-Practice Analytics Methods (cont'd) <i>Analytics Best Practices • Implementation Challenges • Getting Started with Analytics Methods that can be Applied to your Organization (cont'd)</i>
1330 – 1345	Break
1345 – 1415	Best-In-Practice Analytics Methods (cont'd) <i>Analytics Best Practices • Implementation Challenges • Getting Started with Analytics Methods that can be Applied to your Organization (cont'd)</i>
1415 – 1430	Course Conclusion
1430 – 1445	POST TEST
1445 – 1500	Presentation of Course Certificates
1500	End of Course



Practical Sessions

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



Course Coordinator

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