



Data Analysis for Decision Making

DURATION

5 days

CONTACT HOURS

30

LEVEL

Intermediate

FEE PER DELEGATE

US\$1,500

Turn operational data into an answer a decision maker can act on, and know when the data cannot support one.

The useful skill is not producing a chart but establishing whether the data can answer the question being asked. This programme covers framing, cleaning, analysis and the honest communication of uncertainty, using the delegate's own operational data where possible.

Available as classroom, live online, in house, hybrid.

Who it is for

Analysts, managers who commission analysis, and specialists moving into a data facing role.

What you will be able to do

- Frame a business question so that data can address it.
- Assess whether the available data is fit for the question.
- Apply the analysis appropriate to the question rather than the familiar one.
- Communicate a finding with its uncertainty intact.

The outline

Taught across 5 days. The sections below are the curriculum rather than a day by day timetable.

SECTION 1

Framing and data quality

From business question to data question · Fitness for purpose · Missing data and what it usually means · Documenting assumptions

SECTION 2

Analysis

Comparison, trend and relationship · Correlation and the causal claim · Segmentation · Knowing when the answer is not there

SECTION 3

Communicating

Leading with the finding · Showing uncertainty honestly · Charts that do not mislead · Recommending action

What you leave with

- A framed question and data requirement for a live decision.
- A data quality assessment method.
- A worked analysis with assumptions documented.
- A one page finding written for a decision maker.

Published dates

DATES	WHERE	FEE
23 to 27 November 2026	Dar es Salaam, Tanzania	US\$1,500
30 November 2026 to 4 December 2026	Nairobi, Kenya	US\$1,500
7 to 11 December 2026	Dubai, United Arab Emirates	US\$1,500
14 to 18 December 2026	Lagos, Nigeria	US\$1,500

Fees are per delegate and cover all course materials and meals arranged by the delegate. Registration is free.

Register or ask a question

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