



## **AI Data Skills for Business Insights**

2 – 6 August 2027  
Madrid (Spain)



## AI Data Skills for Business Insights

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### Introduction

The AI Data Skills for Business Insights course provides professionals with advanced knowledge of data-driven decision-making, artificial intelligence applications, and modern business analytics practices. It explores how organizations use AI-powered data analysis to improve operational performance, customer understanding, forecasting accuracy, and strategic planning. Participants will examine the relationship between business intelligence, predictive analytics, machine learning concepts, and data visualization techniques in contemporary business environments. The program focuses on interpreting business data effectively and transforming raw information into actionable insights that support growth and innovation. It highlights the importance of data governance, ethical AI practices, and digital transformation strategies within competitive industries. Through structured theoretical learning, participants develop an understanding of AI data analysis methods that support business intelligence and organizational performance improvement.

### Targeted Groups

This AI Data Skills for Business Insights training targets professionals seeking knowledge and skills:

- Business analysts seeking advanced AI data interpretation skills.
- Managers responsible for strategic business planning.
- Professionals involved in digital transformation initiatives.
- Data reporting and business intelligence specialists.
- Marketing professionals analyze customer behavior trends.
- Financial analysts working with predictive business models.
- Operations managers improving performance through analytics.
- Entrepreneurs seeking AI-powered business insights.
- Project managers handling data-driven initiatives.
- Professionals interested in artificial intelligence for business applications.
- Decision-makers seeking stronger analytical capabilities.
- Professionals transitioning into data analytics roles.

### Course Objectives

Participants will achieve the following objectives by completing the AI Data Skills for Business Insights course:

- Understand the fundamentals of AI-driven business analytics.
- Analyze structured and unstructured business data effectively.
- Interpret business intelligence reports for strategic decisions.
- Apply data visualization techniques for executive reporting.
- Examine predictive analytics methods for business forecasting.
- Evaluate AI tools used in modern data analysis environments.
- Understand machine learning concepts related to business insights.
- Identify patterns, trends, and opportunities from business datasets.
- Strengthen analytical thinking and data interpretation skills.
- Improve decision-making through evidence-based analysis approaches.
- Understand ethical considerations in AI and data usage.
- Explore methods for evaluating customer analytics and behavioral data.
- Assess operational performance using analytical indicators.
- Develop knowledge of KPI monitoring and business reporting systems.
- Understand data governance and information management principles.

## Targeted Competencies

Participants will gain the following competencies during the AI Data Skills for Business Insights program:

- Business data analysis and interpretation competency.
- AI-powered business intelligence understanding.
- Data-driven strategic thinking capability.
- Analytical reporting and dashboard evaluation skills.
- Predictive analytics interpretation competency.
- Customer behavior analysis understanding.
- Business forecasting and trend evaluation skills.
- Data visualization and storytelling capability.
- KPI assessment and performance monitoring knowledge.
- Understanding of machine learning applications in business.
- Decision-support analysis competency.
- Data governance and ethical AI awareness.
- Operational analytics evaluation skills.
- Critical thinking in business data environments.

## Studying Scenarios

In this AI Data Skills for Business Insights training, participants develop skills through the following scenarios:

- Evaluating customer purchasing trends using AI analytics reports.
- Interpreting business dashboards for executive decision-making.
- Analyzing operational performance indicators to improve efficiency.
- Reviewing predictive forecasting models for sales planning.
- Examining market trends through business intelligence systems.
- Assessing customer retention data for strategic recommendations.
- Interpreting financial analytics reports for organizational planning.
- Reviewing AI-generated insights for business growth opportunities.

## Course Content

### Unit 1: Foundations of AI and Business Data Analytics

- Introduction to AI in modern business environments.
- Understanding business intelligence and data analytics concepts.
- The evolution of AI-powered business decision systems.
- Types of business data and organizational data structures.
- Structured, semi-structured, and unstructured data analysis.
- The importance of data-driven decision-making processes.
- Key components of business analytics frameworks.
- Introduction to machine learning concepts for business users.
- Understanding digital transformation through AI technologies.

### Unit 2: Business Data Collection and Data Management

- Principles of business data collection methods.
- Data quality management and validation processes.
- Understanding databases and cloud-based data systems.
- Data preparation techniques for business analytics.
- Organizing business datasets for analytical reporting.
- Introduction to data governance and compliance practices.
- Managing customer, operational, and financial datasets.
- Data privacy considerations in AI business systems.
- Building reliable data environments for business intelligence.

### Unit 3: AI-Powered Data Analysis and Predictive Insights

- Introduction to predictive analytics in business operations.
- Understanding forecasting models and trend analysis.
- AI applications in customer behavior analysis.
- Identifying patterns and anomalies in business datasets.
- Business performance evaluation using analytical indicators.
- AI-supported operational efficiency analysis techniques.
- Interpreting predictive business intelligence reports.
- Fundamentals of machine learning for business forecasting.
- Analyzing sales, marketing, and financial performance data.

### Unit 4: Data Visualization and Business Reporting

- Principles of effective business data visualization.
- Understanding dashboards and executive reporting systems.
- Building visual narratives from business insights.
- KPI tracking and performance monitoring concepts.
- Presenting analytical findings to stakeholders.
- Understanding charts, graphs, and business metrics interpretation.
- Visualization techniques for customer analytics reporting.
- AI-assisted reporting and automated business insights.
- Best practices for clearly communicating analytical outcomes.

### Unit 5: Strategic Decision-Making Using AI Business Insights

- AI-driven strategic planning methodologies.
- Data-supported business growth and innovation strategies.
- Using analytics for operational improvement initiatives.
- Strategic risk analysis using predictive business models.
- Customer segmentation and market intelligence analysis.
- AI applications in competitive business environments.
- Ethical considerations in AI and business analytics usage.
- Future trends in AI data skills and business intelligence.
- Building sustainable data-driven organizational cultures.

### Final Insights & Key Takeaways

This course provides an understanding of AI data skills, business analytics, predictive insights, and strategic decision-making practices used in modern organizations. Participants strengthen their ability to interpret business intelligence, evaluate data-driven opportunities, and support organizational success through advanced analytical thinking.