



AI Skills for Data Analysis and Business Intelligence

19 – 23 September 2027
Amman (Jordan)



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Introduction

This AI Skills for Data Analysis and Business Intelligence course equips learners with advanced capabilities in AI-driven data analysis and modern business intelligence practices. It focuses on transforming raw data into actionable insights using artificial intelligence tools and analytical frameworks. Participants will explore how AI enhances decision-making processes across business environments through predictive and descriptive analytics. The program introduces essential concepts in data preparation, visualization, and interpretation for strategic reporting. It emphasizes practical understanding of AI-powered analytics systems used in modern organizations. Learners will be able to connect data intelligence with business value creation in a structured and efficient way.

Targeted Groups

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

- Data analysts aiming to enhance AI-driven analytics capabilities and business intelligence reporting workflows.
- Business intelligence specialists work with dashboards, visualization tools, and performance metrics.
- IT professionals transitioning into data analytics, machine learning, and AI-powered decision systems.
- Managers and decision-makers who rely on data-driven insights for strategic planning and forecasting.
- Financial analysts seeking advanced techniques in predictive analytics and data interpretation.
- Marketing professionals interested in customer analytics, segmentation, and behavior prediction models.
- Aspiring data professionals building foundational skills in SQL, Python, and data visualization tools.

Course Objectives

Participants will achieve the following objectives by completing the AI Skills for Data Analysis and Business Intelligence course:

- Develop a strong understanding of AI concepts as they apply to data analytics and business intelligence systems.
- Learn how to collect, clean, and structure datasets for meaningful analysis using modern tools.
- Apply statistical thinking and AI models to identify patterns, trends, and business opportunities.
- Gain proficiency in designing dashboards and visual reports using advanced BI platforms.
- Understand predictive analytics techniques, including forecasting and machine learning applications in business contexts.
- Improve decision-making skills through data-driven insights and KPI analysis.
- Explore automation techniques in data workflows to enhance efficiency and accuracy.
- Strengthen the ability to translate complex data into clear strategic recommendations for organizations.

Targeted Competencies

Participants will gain the following competencies during the AI Skills for Data Analysis and Business Intelligence program:

- Analyze large datasets using AI-based tools and structured analytical methods.
- Build interactive dashboards and visual storytelling for business reporting.
- Skill in applying machine learning techniques for predictive and descriptive analytics.
- Proficiency in data cleaning, transformation, and integration from multiple sources.
- Capability to interpret business performance metrics and extract actionable insights.
- Understand AI-assisted decision-making processes in corporate environments.
- Familiarity with SQL queries, Python-based analysis, and BI software integration.
- Strong analytical thinking for solving complex business problems using data intelligence.

Studying Scenarios

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

- Analyzing sales performance data to identify trends and optimize business strategies using AI tools.
- Developing customer segmentation models to improve targeted marketing campaigns and engagement.
- Building predictive forecasting models for financial planning and revenue estimation.
- Creating interactive dashboards to monitor real-time business performance indicators.
- Applying machine learning techniques to detect anomalies and operational inefficiencies in datasets.

Course Content

Unit 1: Foundations of AI in Data Analysis

- Introduction to artificial intelligence in modern data analytics environments and BI systems.
- Understanding the data lifecycle from collection, processing, analysis, and interpretation stages.
- Overview of structured, semi-structured, and unstructured data types in business contexts.
- Key concepts of AI-driven analytics, including supervised and unsupervised learning principles.
- Role of AI in enhancing business intelligence dashboards and reporting accuracy.
- Introduction to data-driven decision-making frameworks in organizations.
- Overview of essential tools used in AI-powered analytics ecosystems.
- Understanding the relationship between data quality and analytical outcomes.

Unit 2: Data Preparation and Management for AI Analytics

- Data collection methods from internal systems, APIs, and external business sources.
- Techniques for data cleaning, normalization, and transformation for AI models.
- Handling missing data, duplicates, and inconsistencies in datasets.
- Structuring datasets for efficient analysis using SQL and data modeling concepts.
- Introduction to data warehousing and integration for business intelligence systems.
- Understanding ETL processes and their role in analytics pipelines.
- Preparing datasets for machine learning and predictive analytics applications.
- Ensuring data governance, accuracy, and compliance in analytical environments.

Unit 3: AI-Powered Data Analysis Techniques

- Application of machine learning algorithms for business intelligence insights.
- Introduction to regression, classification, and clustering methods in analytics.
- Using AI for trend detection and predictive business forecasting.
- Statistical analysis methods for interpreting large-scale business datasets.
- Feature selection and data reduction techniques for improved model performance.
- Anomaly detection techniques for identifying operational risks and irregularities.
- Use of Python and analytical libraries for AI-driven data processing.
- Evaluating model accuracy and performance in real-world business scenarios.

Unit 4: Data Visualization and Business Intelligence Systems

- Principles of effective data visualization for business communication.
- Designing dashboards using modern BI tools such as Power BI and Tableau.
- Translating complex datasets into clear visual insights for stakeholders.
- Creating KPI dashboards for tracking organizational performance metrics.
- Using charts, graphs, and interactive visuals for decision support systems.
- Storytelling with data to support executive-level reporting and analysis.
- Integrating AI-generated insights into business intelligence dashboards.
- Enhancing the user experience through dynamic, interactive reporting systems.

Unit 5: Predictive Analytics and AI-Driven Decision Making

- Fundamentals of predictive analytics in business environments.
- Building forecasting models for sales, demand, and financial planning.
- Applying machine learning for customer behavior prediction and segmentation.
- Decision-making frameworks supported by AI-driven insights and analytics.
- Risk analysis and mitigation using predictive modeling techniques.
- Real-time analytics for operational optimization and strategic planning.
- Automating analytical workflows using AI and intelligent systems.
- Translating predictive insights into actionable business strategies.

Final Insights & Key Takeaways

This course strengthens the ability to combine artificial intelligence with modern data analytics to drive smarter business intelligence solutions. It prepares learners to transform data into strategic decisions that enhance organizational performance and competitiveness.