



AI Specialist in Data Analytics and Intelligent Systems

26 – 30 July 2027
Amsterdam (Netherlands)





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Introduction

The AI Specialist in Data Analytics and Intelligent Systems course prepares learners to understand how data becomes insight, and how insight becomes action. It introduces the core concepts of artificial intelligence, machine learning, predictive analytics, and intelligent decision support in a practical, structured way. Participants explore how modern organizations use data analytics, automation, and smart systems to improve performance, reduce uncertainty, and strengthen decision-making. The program explains the relationship between data collection, data preparation, model building, and business interpretation. It helps learners connect analytical thinking with technology-driven problem-solving across industries. Participants gain a clear professional view of how intelligent systems shape the future of data-led organizations.

Targeted Groups

This AI Specialist in Data Analytics and Intelligent Systems training targets professionals seeking knowledge and skills:

- Data analysts seek stronger AI literacy.
- Business intelligence specialists working with dashboards.
- IT professionals supporting data-driven operations.
- Managers who use analytics for decisions.
- AI beginners entering applied data roles.
- Digital transformation teams improve processes.
- Professionals moving into intelligent systems work.

Course Objectives

Participants will achieve the following objectives by completing the AI Specialist in Data Analytics and Intelligent Systems course:

- Understand how AI strengthens modern data analytics.
- Identify intelligent systems used in business and operations.
- Explain the flow from raw data to actionable insight.
- Apply structured thinking to analytical problems and cases.
- Compare descriptive, predictive, and prescriptive analytics.
- Recognize common machine learning approaches and outputs.
- Interpret dashboards, forecasts, and performance indicators.
- Support better decisions through clear data reasoning.
- Connect analytics findings to innovation and growth.
- Build confidence in using AI terms correctly.
- Relate technical results to practical organizational value.
- Recognize the role of ethics and oversight in AI use today.

Targeted Competencies

Participants will gain the following competencies during the AI Specialist in Data Analytics and Intelligent Systems program:

- Data interpretation across business scenarios.
- Analytical reasoning for structured problem solving.
- Predictive thinking for trends and outcomes.
- Intelligent systems literacy for applied contexts.
- Model awareness for AI and machine learning.
- Decision support evaluation and review.
- Communication of findings with clarity and precision.
- Practical awareness of AI-enabled workflows.

Studying Scenarios

In this AI Specialist in Data Analytics and Intelligent Systems training, participants develop skills through the following scenarios:

- Reviewing a sales dataset to detect patterns.
- Choosing AI methods for a business challenge.
- Comparing dashboard results for decision clarity.
- Evaluating a decision support case study.
- Interpreting model outputs in a mock business review.

Course Content

Unit 1: Foundations of AI, Data Analytics, and Intelligent Systems

- Define artificial intelligence in the context of modern data work.
- Explain the difference between data, information, insight, and decision.
- Explore the main types of analytics: descriptive, diagnostic, predictive, and prescriptive.
- Identify how intelligent systems enable faster, more consistent decision-making.
- Examine how machine learning strengthens data analytics outcomes.
- Recognize the practical role of AI specialist skills in business transformation.

Unit 2: Data Collection, Preparation, and Analytical Readiness

- Review the full data lifecycle from capture to interpretation.
- Distinguish between structured, semi-structured, and unstructured data.
- Understand the importance of data quality, completeness, and consistency.
- Examine data cleaning, transformation, and normalization practices.
- Identify feature selection as a foundation for accurate model performance.
- Explain why well-prepared data improves predictive analytics and intelligent system results.

Unit 3: Machine Learning Concepts for Data Analytics

- Introduce supervised, unsupervised, and reinforcement learning in simple business terms.
- Explore classification, regression, clustering, and anomaly detection use cases.
- Understand training data, testing data, and validation data.
- Review the role of model performance indicators and evaluation logic.
- Compare common algorithms used in data analytics and AI applications.
- Explain how model choice affects accuracy, interpretability, and trust.

Unit 4: Intelligent Systems, Automation, and Decision Support

- Define intelligent systems as tools that combine data, rules, and learning.
- Explain how automation improves speed, consistency, and service quality.
- Study decision support systems as a bridge between analysis and action.
- Analyze recommendation engines, forecasting tools, and smart alerts.
- Explore how intelligent dashboards guide managers and technical teams.
- Discuss ethical use, transparency, and human oversight in AI-enabled systems.

Unit 5: Applied AI Thinking for Business and Innovation

- Connect AI analytics skills to operational efficiency and strategic planning.
- Examine how predictive analytics supports forecasting, risk awareness, and resource allocation.
- Explore use cases in customer behavior analysis, performance tracking, and process improvement.
- Review the role of business intelligence in clearly communicating complex data.
- Identify opportunities for AI-driven innovation across departments and workflows.
- Summarize how an AI specialist contributes to smarter, scalable, and data-led growth.

Final Insights & Key Takeaways

This course builds a strong bridge between analytical thinking and intelligent technology, enabling learners to interpret data with confidence. It prepares participants to support smarter decisions through AI, machine learning, and practical data analytics methods, while aligning with the core direction of modern AI and data-focused professional training.