

## Developing 'Internal Consultancy Skills'

Duration: 1 day

### Course Overview

This intensive training program delves into the realm of business analytics, equipping participants with the knowledge and skills needed to harness the power of data for strategic decision-making. Through a combination of theoretical insights, hands-on exercises, and real-world case studies, participants will learn how to extract actionable insights from data sets, optimise business processes, and drive organisational success in today's data-driven landscape.

### Who should attend?

This program is designed for professionals across industries who seek to enhance their proficiency in business analytics and leverage data-driven insights to make informed decisions. It is ideal for managers, analysts, consultants, and executives involved in strategic planning, marketing, operations, finance, or any role where data plays a critical role in decision-making processes.

### How certification is earned

Upon successful completion of this course, you will be awarded a certificate of attendance from Expleo Academy.

### Related courses

Attendees may also be subsequently interested in

- Developing Confident and Assertive Behaviours

### Prerequisites & pre-reading guidelines

There are no specific prerequisites for this course.

### Context

In this workshop you will learn internal consultancy skills such as how to extract actionable insights from data sets, optimise business processes, and drive organisational success in today's data-driven landscape.

### Course Objectives

On completion of this training, attendees will be able to:

- Understand Business Analytics Fundamentals
  - Define the role and significance of business analytics in modern organisations
  - Explore different types of data analytics and their applications in business contexts
- Data Collection and Preparation
  - Learn techniques for collecting, cleaning, and organising data
  - Understand data preprocessing methods to ensure data quality and integrity
- Exploratory Data Analysis (EDA)
  - Conduct descriptive analytics to uncover patterns and trends in data
  - Utilise visualisation tools to communicate insights effectively
- Predictive Analytics and Modelling
  - Apply statistical and machine learning techniques to predict future outcomes
  - Develop predictive models to support decision-making processes
- Optimisation and Decision Making
  - Implement optimisation techniques to improve business processes and resource allocation
  - Utilise data-driven insights to make strategic decisions and drive organisational performance
- Ethical and Legal Considerations in Business Analytics
  - Understand ethical principles and legal frameworks governing data usage and privacy
  - Ensure compliance with regulations and ethical guidelines in business analytics practices

## Course Outline

### Introduction to Business Analytics

- Definitions and concepts
- Role of business analytics in decision-making

### Data Collection and Preparation

- Data sources and collection methods
- Data cleaning and preprocessing techniques

### Exploratory Data Analysis (EDA)

- Descriptive statistics and data visualisation
- Exploring patterns and relationships in data

### Predictive Analytics and Modelling

- Regression analysis and machine learning algorithms
- Building predictive models and assessing model performance

### Optimisation Techniques

- Linear programming and optimisation algorithms
- Applications in resource allocation and process improvement

### Ethical and Legal Considerations

- Data privacy regulations and compliance
- Ethical dilemmas in business analytics and decision-making

### Training Methodology

The program adopts a blend of instructor-led sessions, interactive workshops, case studies, and hands-on exercises to facilitate learning and practical application of concepts. Participants will engage in group discussions, problem-solving activities, and real-world simulations to reinforce their understanding of business analytics principles and techniques.

Trainers will provide guidance and feedback, ensuring participants gain actionable insights and skills that can be immediately applied in their professional roles.

## Contact

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