Strategic Data Analytics for Managers

Duration: 2 Days

Description

Training Level: Executive Level

Training Format: Live Online / Face-to-Face

Strategic Data Analytics for Managers is a training program designed to enable managers to evaluate data as a strategic corporate asset, develop their analytical thinking capabilities, and effectively manage data-driven decision-making processes.

The training covers data literacy, analytical thinking, strategic performance indicators, data visualization, interpretation of analytical results, predictive analytics, AI-supported decision-making, and data-driven organizational culture.

The program focuses on enabling managers, rather than merely monitoring reports and indicators, to ask the right questions, derive meaningful insights from data, and transform these insights into strategic decisions.

The training does not require any coding, programming, or advanced statistical knowledge. Topics are addressed from a managerial decision-making perspective through real business scenarios, case analyses, and practical group work.

It aims to enable participants to use data analytics as an effective tool in strategic management processes, correctly interpret analytical results, evaluate business performance through data, and make more informed, measurable, and sustainable decisions in environments of uncertainty.

Delegates will learn how to

- Evaluate the importance of data in terms of strategic management and competitive advantage
- Develop data literacy and analytical thinking capabilities
- Transform business problems into the right analytical questions
- Define KPIs and performance metrics aligned with corporate objectives
- Correctly interpret dashboards, reports, and analytical results
- Identify trends, opportunities, and risks in data
- Evaluate predictive analytics results in managerial decision-making processes
- Understand the opportunities and limitations offered by AI-supported analytical solutions

- Evaluate the business value of data analytics investments
- Lead the development of data-driven decision-making and organizational culture

Audience

- Senior and mid-level managers
- General managers and deputy general managers
- Directors and department managers
- Strategy and business development managers
- Sales, marketing, finance, and operations managers
- Digital transformation and innovation managers
- Professionals seeking to develop data-driven decision-making capabilities

Outline

1. The Role of Data and Analytics in Strategic Management

- The strategic importance of data in the digital economy
- Data as a corporate asset
- The relationship between data, information, insight, and decision
- Traditional decision-making and data-driven decision-making approaches
- Creating competitive advantage through data analytics
- The relationship between corporate strategy and data strategy
- Examples of successful data analytics use from different sectors

2. Data Literacy and Analytical Thinking for Managers

- The concept of data literacy
- Evaluation of quantitative and qualitative data
- Transforming business problems into analytical questions
- Identifying the right data and the right question
- Data quality, reliability, and consistency
- The difference between correlation and causality
- Interpreting trends and anomalies in data
- Misleading statistics and incorrect data interpretations
- Cognitive biases in decision-making processes
- The balance between managerial experience, intuition, and data

3. Data Analytics Approaches and Business Value

- Descriptive Analytics: What happened?
- Diagnostic Analytics: Why did it happen?
- Predictive Analytics: What might happen?

- Prescriptive Analytics: What should we do?
- Analytics maturity levels
- Identifying the analytics approach appropriate to business needs
- Transforming analytical insights into business actions
- Evaluating the business value of analytics projects
- Department-based data analytics use scenarios

4. Strategic KPI and Performance Management

- Transforming strategic objectives into measurable indicators
- Differences between KPIs and metrics
- Financial and non-financial performance indicators
- Leading and lagging indicators (Leading & Lagging Indicators)
- OKR and Balanced Scorecard approaches
- Strategic, tactical, and operational KPIs
- Identifying critical success factors
- Target, actual value, and variance analyses
- Risks created by incorrect performance indicators
- Practice: Creating a KPI set aligned with strategic objectives

5. Data Visualization and Interpretation of Executive Dashboards

- The role of data visualization in decision-making processes
- Effective chart and visualization methods
- Key characteristics of executive dashboards
- Critical evaluation of dashboards and reports
- Identifying performance trends and variances
- Detecting misleading charts and visualizations
- Information density and visual hierarchy
- Data Storytelling – Storytelling with data
- Effectively presenting analytical results to senior management
- Practice: Interpreting a sample executive dashboard

6. Data-Driven Strategic Decision-Making

- Data-driven decision-making framework
- Correctly defining the decision problem
- Linking analytical findings to business objectives
- Evaluating alternative decisions
- Decision-making under uncertainty
- Risk and opportunity analysis
- Scenario analysis and the What-if approach

- Interpreting forecasts and probabilities from a managerial perspective
- Measuring the outcomes of decisions
- Practice: A case study on strategic decision-making through data

7. Managerial Use of Artificial Intelligence and Advanced Analytics

- Concepts of artificial intelligence, machine learning, and advanced analytics
- Predictive analytics and forecasting models
- Demand forecasting and analysis of customer behavior
- Early identification of risks and opportunities
- Data analysis and reporting with Generative AI
- AI-supported executive decision support systems
- Evaluation of results generated by artificial intelligence
- Model reliability, bias, and risks of incorrect results
- Human oversight and managerial responsibility
- Defining strategic priorities in artificial intelligence and analytics investments

8. Strategic Management of Data Analytics Projects

- Identifying corporate analytics needs
- Prioritizing data analytics projects
- Collaboration between business units and data teams
- The manager's role in analytics projects
- Criteria for selecting the right analytics solution and technology
- Cost, benefit, and return on investment (ROI)
- Proof of Concept (PoC) and pilot implementations
- Defining success criteria in analytics projects
- Scaling analytics solutions across the enterprise

9. Data Governance and Data-Driven Organizational Culture

- The concept of data governance (Data Governance)
- Data ownership and corporate responsibilities
- Data security, privacy, and ethical use
- Data access and authorization principles
- The impact of data quality on corporate performance
- Data-driven leadership
- Developing data literacy across the organization
- Change management in data-driven transformation
- Assessing corporate data analytics maturity
- Creating a data-driven transformation roadmap

10. Applied Strategic Data Analytics Workshop

- Evaluation of a sample corporate business problem
- Identifying strategic objectives and analytics needs
- Reviewing sample reports and dashboards
- Interpreting performance indicators
- Deriving meaningful insights from data
- Identifying risks and opportunities
- Evaluating alternative strategic decisions
- Creating a data-driven action plan
- Presenting results from a managerial perspective
- Evaluation of group work

11. Training Method

- The training will be delivered through conceptual presentations, real business scenarios, industry examples, executive dashboards, case analyses, interactive discussions, and practical group work.
- No coding or technical software development work will be carried out within the program. Practices will be designed around interpreting data, analytical thinking, strategic decision-making, and creating business value.
- Training content and practice scenarios can be customized in line with the organization's sector, strategic objectives, current data analytics maturity, and managers' needs.

Prerequisites

There are no prerequisites for this course.