USIU AFRICA

Center for Executive Education

TRANSFORMATIONAL LEADERS FOR A RE-IMAGINED FUTURE

BUSINESS ANALYTICS FOR EXECUTIVES

Unlock Strategic Insights with Business Analytics

COURSE OVERVIEW

Welcome to our comprehensive Business Analytics Course tailored for executives seeking to leverage data-driven strategies for organizational success. This course is designed to equip you with requisite skills and knowledge to make informed decisions, and stay ahead of competition in today's dynamic business landscape. By implementing lessons learnt in this course, you will be able to link your internal data with external data thus becoming more innovative and improve your business processes and productivity and reinvent your products to be more responsive to market needs.

CONTACT

ceeinfo@usiu.ac.ke | +254 730 116 113 | +254 780 431 383

@USIUAfrica @ExperienceUSIU

Why Choose this course?

a. Tailored content addressing challenges faced by high level decision makers.
b. Learn from a blend of industry and academic experts with proven record in business analytics
c. Gain practical experience through real world case studies and projects
d. Implement a project based on your own data for immediate implementation in your business.
e. Connect with like-minded executives and expand your professional network
f. Earn a prestigious certification from the USIU-Africa Center for Executive Education

What will you learn?

- How to gain insights from complex data sets
- Making data driven decisions that impact organizational success
- Using analytics to enhance operational efficiency and streamline workflows
- Developing the leadership mindset necessary to drive analytics initiatives within your organization.
- Applying Artificial Intelligence tools to enhance decision making processes.

Target Audience

This course is specifically designed for:

a. C-Suite Executives
b. Senior Managers
c. Decision Makers
d. Entrepreneurs & Business Owners

Mode of Delivery
In-person / Online

To apply visit or scan:

https://forms.gle/QUeEpHFLZ1LjQuyC8