Data-Driven Decision Making and Management Training

Duration: **1 Day**

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In today's data-centric world, strategic decisions must be supported by accurate analysis and meaningful insights. This training is designed to equip professionals and leaders with the skills to collect, interpret, and apply data in business decision-making processes effectively.

Who Should Attend

- Mid and senior-level managers
- Professionals in analytics, strategy, or reporting roles
- Anyone aiming to become a data-literate leader

What You Will Learn

- Understand the value and importance of data-driven decision making
- Gain competence in collecting, cleaning, and preparing data
- Learn to create impactful and clear data visualizations
- Apply structured decision-making using data evidence
- Explore advanced data analysis techniques
- Be aware of ethical responsibilities in data use and privacy

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Training Outline

1. Introduction to Data-Driven Decision Making

- What is data-driven decision making?
- Key benefits and strategic advantages
- Comparing intuition-based vs data-supported choices

2. Data Collection and Preparation

- Structured vs unstructured data types
- Reliable data sources and data quality
- Data cleaning, transformation, and filtering techniques

3. Data Analysis and Visualization

- Basic statistics: mean, median, standard deviation
- Tools overview: Excel, Power BI, Tableau
- Principles of effective charts, dashboards, and infographics

4. The Decision-Making Process

- Defining the problem and hypothesis development
- Interpreting analyzed data
- Implementing and monitoring the outcome of decisions

5. Advanced Data Techniques

- Predictive modeling and forecasting
- Fundamentals of machine learning and AI
- Scenario planning and decision trees

6. Ethics and Responsibility

- Data privacy and compliance (e.g., GDPR/KVKK)
- Transparent and responsible data handling
- Ethics in business decisions and data interpretation