



UWI SCHOOL OF BUSINESS AND  
APPLIED STUDIES LIMITED  
trading as

**ROYTEC**

**Course Outline:**  
**Decision making and Reporting using Business  
Intelligence Tools and Techniques  
(a hands-on course)**

**Cost: \$2,250.00 per person**

Overview:

Most companies ignore their most valuable resource: data. Millions of dollars are lost because decisions are not made using up-to-the minute well developed Key Performance Indicators (KPIs), to drive sales, marketing, customer experience, project management, etc. Using BI tools, you can pull data and create reports at the click of a button thus freeing up time and resources, while changing the decision-making process from guesswork to precision and accuracy.

Objectives:

At the end of this course participants will be able to chart a course to turn company data into business insight, and improve ROI by using Key Performance Indicators (KPIs).

Audience:

Business professionals who want to

- Understand what Business Intelligence/Data Science is
- Turn data into actionable information
- Develop and track KPIs
- Gain sales/marketing/project intelligence
- Skyrocket ROI by improving efficiency

Methodology:

The training approach is based on the principles of adult learning. The course models a variety of effective training methodologies, including demonstration, practice, and discussion. Course participants will use BI technology to solve to real-life business problems.

The use of these various methodologies in this interactive workshop ensures that all learning styles can participate and be successful in this event.

Outcomes:

Course participants will be able to:

- Chart a course to use company data as an important resource
- Develop KPIs for business insights
- Make BI reports and dashboards to track KPIs in real time
- Use these tools to make business decisions to boost ROI

Materials:

Seminar Workbook (will be provided).

Course Length:

2 days

Time:

8am – 4 pm

Included:

- Course Materials
- Lunch
- Morning break
- Certificate