



PHOENIX
BUSINESS DATA CONSULTING

PHOENIX DATA, AI & PRODUCT LEADERSHIP PROGRAMME

Where Data, AI And Product Strategy
Meet Leadership.



Courses



Professional Data Analytics & Business Intelligence

A premium, hands-on programme that equips participants with practical analytics and BI skills to transform rawdata into insights for smarter decision-making across an organisation.

Duration:

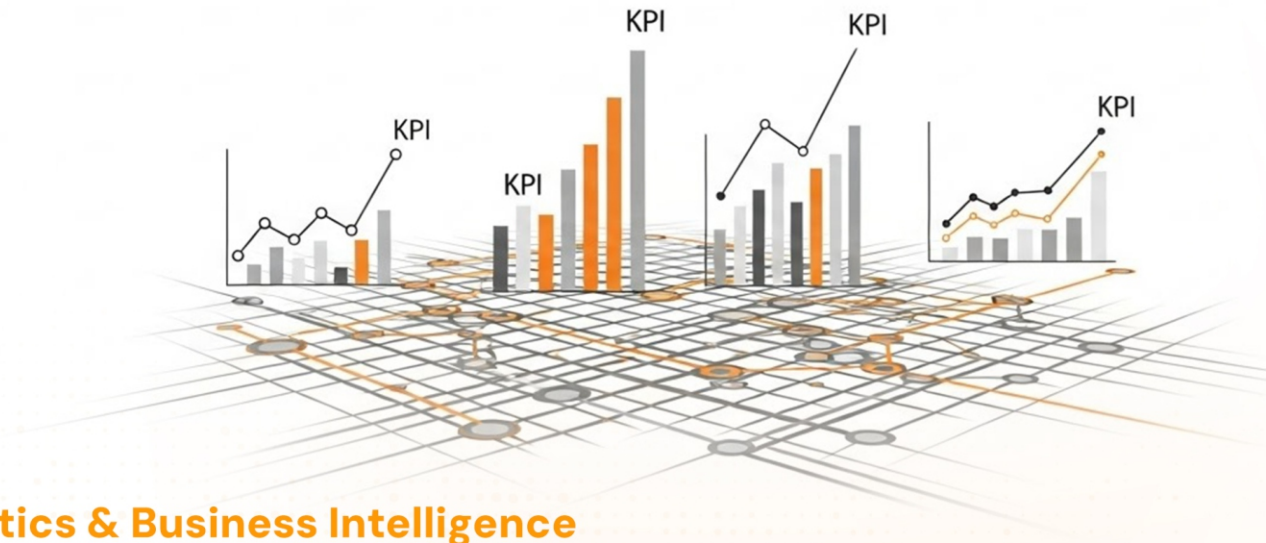
5 Days
(approx. 5 hours daily)

**Delivery Mode:**

Live, instructor-led
virtual sessions

This intensive programme builds capability progressively—from foundational analytics concepts to applied business intelligence and insight communication. Participants learn how to interpret data, define and track KPIs, build dashboards, and present insights that influence business outcomes.





Module 1 – Foundations of Data Analytics & Business Intelligence

- Introduction to data analytics and organisational advantage
- Business intelligence vs traditional reporting
- Data types, sources, and structures
- KPIs, metrics, and insight generation
- Understanding data maturity and organisational readiness

Module 2 – Data Literacy & Analytical Thinking

- Interpreting reports and asking the right questions
- Identifying trends, anomalies, and operational signals
- Turning raw information into actionable insight



Module 3 – Power BI Fundamentals for Business Reporting

- Power BI interface overview and workflow
- From dataset to report: cleaning, modelling, and visualisation basics
- Building simple KPI dashboards for performance monitoring

Module 4 – Applied Business Analytics (HR, Finance, Sales, Operations)

- HR analytics: workforce trends, performance, attrition signals
- Finance analytics: profitability, planning, forecasting basics
- Sales analytics: segmentation, funnel efficiency, revenue drivers
- Operations analytics: productivity, performance ratios, cost control
- Aligning departmental KPIs to organisational goals



Module 5 – Predictive Thinking, Storytelling & Capstone

- Introduction to predictive analytics and forecasting concepts
- Scenario planning and strategic modelling fundamentals
- Data storytelling for executives and non-technical audiences
- Capstone: dataset exploration, dashboard build, insight interpretation, presentation delivery



Benefits

- Improved decision-making accuracy, reducing risk and guesswork
- Greater productivity through automation and smarter reporting workflows
- Better performance visibility through dashboards and KPI tracking
- Stronger forecasting and planning through structured analytics thinking
- Career progression and confidence working with data in business contexts

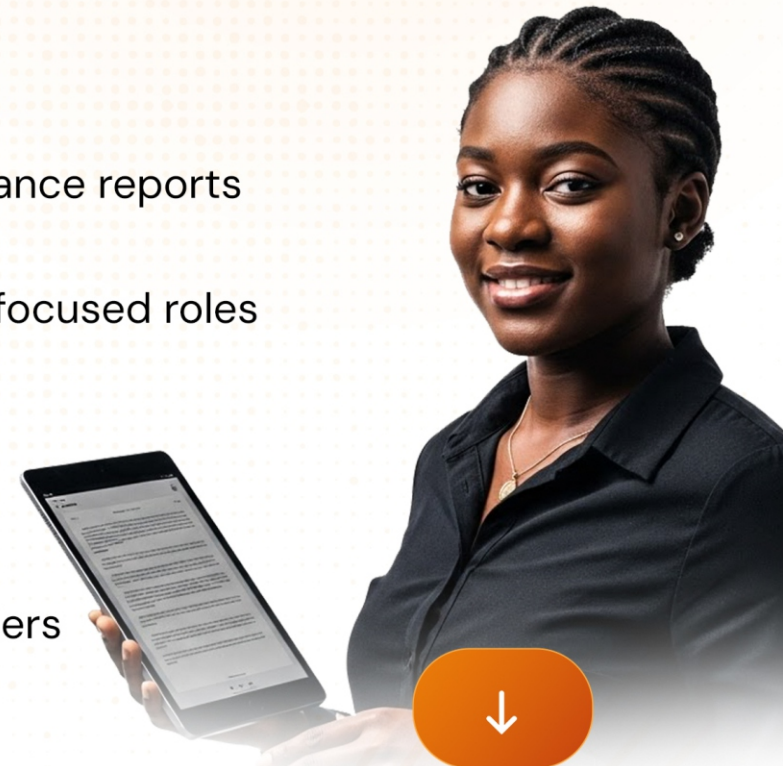


Who This Course Is For

- Managers and team leaders
- HR, finance, sales, and operations personnel
- Analysts and reporting officers
- Supervisors and administrative staff who work with performance reports
- Entrepreneurs, consultants, and business owners
- Individuals seeking career growth or transitioning into data-focused roles

Practical Applications

- Analyse business datasets and identify meaningful insights
- Design KPI frameworks and performance scorecards
- Build clear reports and entry-level dashboards for stakeholders
- Communicate insights with narrative and context for action





What to Expect

What to Expect

Phoenix programmes are delivered with a practical, structured methodology designed to ensure participants can apply what they learn immediately in real business environments.

- Live, instructor-led virtual sessions with real-time Q&A
- Hands-on exercises using real business datasets
- Step-by-step demonstrations and guided practice
- Interactive discussions and (where applicable) breakout collaboration
- Post-training resource pack (templates, practice files, and support materials)
- Short knowledge checks and applied tasks to reinforce learning

Certification

On successful completion, participants receive a digital Accredited Certificate of completion to be issued by the CPD certification service UK and Phoenix business data consulting. Certificates are CV and LinkedIn-ready, supporting professional development and internal promotion pathways.



Certificat

Data

