

# Business Data Analytics

14 PMI PDUs | 14 IIBA CDUs



**Marc Balcer**  
Instructor

**Format:** Live Instructor-Led  
Online through Zoom

**Date:** October 20 - 22, 2026

**Time:** 12:00 PM - 5:00 PM ET

**Price:** \$450 per person

## To register:

Email Chris Remmert  
cremmert@nysforum.org  
and indicate the course  
title in the subject line.

## Technology and Attendance

### Requirements:

Computer with a browser, Zoom, a microphone and speaker. For this workshop, camera should be on if possible and you must be actively participating.

IT'S NO SECRET THAT THE BEST BUSINESS DECISIONS ARE DRIVEN BY DATA, HOWEVER, HAVE YOU CRACKED THE CODE OF TRANSLATING DATA INTO MEANINGFUL INSIGHTS?

Business Data Analytics blends a range of techniques, competencies, and practices that focuses on extracting meaningful insights from business data, paving the way for enhanced, evidence-based decision-making for your products and organization.

Our Business Data Analytics course will equip you with the tools and investigative skills you need to reveal patterns and trends empowering you to transform data into actionable knowledge to predict and drive business success. If you're looking to get certified, you'll learn everything you need to know to sit the IIBA® Certification in Data Analytics (CBDA) exam

## Certification



This course will contribute 14 PMI® professional development units (PDUs) towards your chosen certification (1 Power Skills, 1 Business Acumen and 12 Ways of Working).

## Learning Outcomes:

- Identifying research questions, framing the business situation and planning the analytics approach.
- Identifying, planning and obtaining data and performing data setup and preparation.
- Analyzing data and interpreting and reporting the results
- Using the results of business data analytics to influence business decision making.
- How to guide company level strategy for Business Analytics

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## Great for:

- Business Analysts who want understand the skills needed for successful data analysis.
- Data scientists, analysts or leaders looking to understand the role of business analysis in data analytics.
- Anyone interested in a solid grounding in data analytics or looking to prepare for the IIBA® Certification in Data Analytics (CBDA) exam.

## Prerequisites

To get the most out of this course, it is recommended that participants have a foundational knowledge of business analysis through formal training like our Business Analysis Fundamentals course.

It is also recommended that you have experience in reading and interpreting a data dictionary, entity relationship diagram and cluster diagram as well as some experience in using Microsoft Excel filtering, sorting, pivot tables and chart functionality.

## Content:

**Topics and exercises covered in the course include:**

### Business Data Analytics

- Key Steps
- Data Analytics Methods

### Identify Research Questions

- Define the Business Problem or Opportunity
- Assess Current and Future State
- Formulate Research Questions

### Source Data

- Data Collection
- Understanding Data

### Analyze Data

- Developing a Data Analysis Plan
- Preparing and Exploring Data
- Data Analysis
- Descriptive and Inferential Statistics

### Interpret and Report Results

- Stakeholder Communication
- Derive Insights from Data
- Interpret Results

### Use Results to Influence Decision Making

- Develop an Implementation Plan
- Manage Change

### Guide Organizational-Level Strategy for Business Data Analytics

- Talent Strategy Data Strategy

Lecturing is kept to the minimum necessary where most of the learning is achieved by applying the practices and techniques in group exercises. Our LiveOnline delivery is over three days (each four and a half hours in duration). The instructor is 100% live and interaction and learning objectives are the same as our in-person classes with the added benefit of being able to take this course from your home, your office or your home office. Since this class is delivered over half-days it allows for greater flexibility and leaves you with time each day for other work or activities.