



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Business Intelligence and Data Analysis

Custom Courses / Information Technology (IT) and Digital Skills

Unit Standard AATICD-0091 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to collect, process, and analyse data to support strategic business decisions. Participants will learn to apply data visualisation techniques and interpret business intelligence tools for organisational improvement. The course bridges the gap between raw data and actionable insights, fostering a data-driven culture within the workplace.

Category	Custom Courses
Subfield	Information Technology (IT) and Digital Skills
Unit Standard	AATICD-0091
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply data collection and cleaning techniques to prepare datasets for analysis.
- Analyse business data using descriptive and diagnostic analytics methods.
- Evaluate data visualisation tools to present insights effectively to stakeholders.
- Design basic dashboards and reports using business intelligence software.
- Implement data-driven recommendations to improve business processes.
- Demonstrate ethical handling and storage of data in compliance with POPIA.

WHO SHOULD ATTEND

- This course is ideal for business analysts, data analysts, managers, and professionals seeking to enhance their data interpretation skills.
- It is also suitable for individuals transitioning into data-focused roles within corporate environments.

COURSE OUTLINE

Day 1: Foundations of Business Intelligence and Data Analysis

- Introduction to Business Intelligence and Data Analysis
- Data types (structured, semi-structured, unstructured)
- Data sources and data warehousing basics
- The data analysis lifecycle (ask, prepare, process, analyse, share, act)
- Types of analytics: descriptive, diagnostic, predictive, prescriptive
- Overview of BI tools and technologies (Power BI, Tableau, Excel)
- Ethical considerations and data governance
- Quiz: Key concepts

Day 2: Data Preparation and Exploration

- Data quality assessment and cleaning
- Handling missing data and outliers
- Data transformation: normalisation, aggregation, pivoting
- Introduction to Power Query (Excel) for data shaping
- Exploratory Data Analysis (EDA): summary statistics, distributions, correlations
- Data visualisation for exploration (histograms, box plots, scatter plots)
- Practical exercise: Clean and explore a sample dataset
- Review and key takeaways

Day 3: Data Modelling and Analysis Techniques

- Statistical modelling basics: linear regression, k-means clustering
- Excel functions: VLOOKUP, INDEX-MATCH, IF, SUMIFS
- Pivot tables and pivot charts for data summarisation
- Time series analysis and moving averages
- Forecasting techniques: trend lines, exponential smoothing
- Introduction to Power BI: connecting to data and basic visuals
- Practical exercise: Build a regression model in Excel
- Assessment: Data analysis quiz

Day 4: Advanced Analytics and Dashboarding

- Power BI desktop interface and data modelling
- DAX basics: CALCULATE, SUMX, FILTER, ALL
- Creating measures and calculated columns
- Advanced visualisations: heat maps, tree maps, scatter charts
- Slicers, filters, and drill-through pages
- Dashboard design principles (simplicity, clarity, interactivity)
- Sharing and publishing dashboards
- Practical exercise: Build a sales dashboard

Day 5: BI Strategy, Communication, and Capstone

- BI strategy: maturity models, governance, and roadmap
- Data storytelling: crafting narratives with data
- Presenting insights: reports, dashboards, and presentations
- Integrating Excel and Power BI workflows
- Capstone project: from raw data to actionable insights

- Peer review and feedback
- Course wrap-up and next steps
- Final assessment

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0091) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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