



RESKILL WALES · COURSE OVERVIEW

Data Analytics & AI for Business

Five days. Five outcomes. One transformed career.

www.reskillwales.co.uk





01 · WHAT THIS COURSE IS

Reading dashboards, not building them

Less about building dashboards, more about reading them. This is the strategic counterpart to Power BI — designed for the people setting the questions, not the people answering them.

QUESTIONS BEFORE YOU BOOK?

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02 · HOW THE WEEK WORKS

Taught mornings, hands-on afternoons

1

MORNINGS

Taught sessions that build the concepts, frameworks and language of data leadership.

2

AFTERNOONS

Hands-on labs where you apply the morning to your own business and build something real.



03 · THE PROGRAMME

Five days. Five outcomes.

DAY 01

Data Literacy Foundations

DAY 02

Business Intelligence Strategy

DAY 03

Predictive Analytics & Forecasting

DAY 04

Customer & Operational Analytics

DAY 05

Building a Data Culture





DAY 01 · FOUNDATIONS

Data Literacy Foundations

What data literacy actually means for leaders — moving beyond gut instinct to evidence-based decision making.

Data literacy for decision makers

Types of analytics (descriptive to prescriptive)

Statistical thinking without stats

Data quality & bias

Welsh data landscape

Building data-informed teams

LAB

Audit your current decision-making process for data gaps





DAY 02 · STRATEGY

Business Intelligence Strategy

Setting up the questions, metrics and frameworks that turn raw data into competitive advantage.

KPI frameworks & OKRs

Balanced scorecard approach

Data strategy templates

Competitor benchmarking

Market analysis basics

BI tool landscape overview

LAB

Design a KPI framework for a Welsh business case study





DAY 03 · FORECASTING

Predictive Analytics & Forecasting

Looking forward, not backward. Regression, time series, and the AI forecasting tools available without coding.

Predictive vs descriptive analytics

Regression concepts for managers

Time series forecasting

AI forecasting tools (no code)

Scenario planning

Risk & uncertainty

LAB

Build a sales forecast using AI-powered analytics tools





DAY 04 · CUSTOMER & OPS

Customer & Operational Analytics

The specific analytics that drive revenue and efficiency — customer segmentation, churn, and operational KPIs.

Customer segmentation

Churn analysis & retention

Lifetime value calculation

Operational efficiency metrics

Supply chain analytics basics

A/B testing fundamentals

LAB

Segment customers and identify retention opportunities





DAY 05 · DATA CULTURE

Building a Data Culture

The hardest part isn't the tools — it's getting the organisation to actually use data.
Change management for analytics.

Data culture assessment

Storytelling with data

Presenting to senior leaders

Data governance for managers

AI decision support systems

Your personal data strategy

CAPSTONE

Present a data strategy and business case for investment





09 · LABS & CAPSTONE

You leave with work, not just notes



1

Every afternoon is a lab: audit your decisions, design a KPI framework, build an AI-powered forecast.

2

Labs use Welsh business case studies, so the examples look like the market you actually trade in.

3

The week ends with a capstone: a data strategy and investment business case you present to the room.





10 · WHERE YOU'LL LEARN

Delivered in the heart of Wales

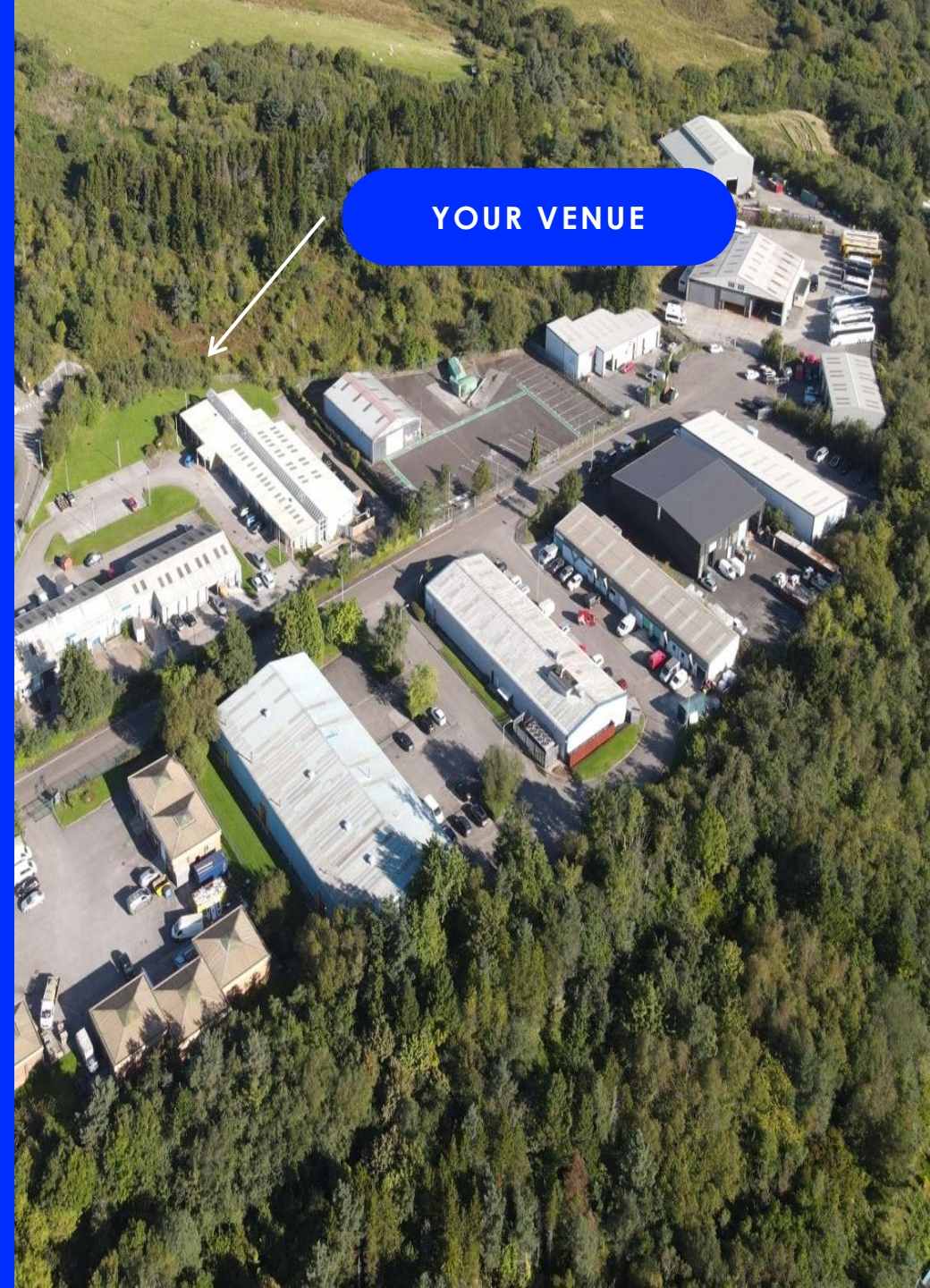
Training runs from Llynfi Enterprise Centre, Maesteg — with in-house delivery available at your own site across South Wales.

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READY WHEN YOU ARE

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