

BUSINESS ANALYTICS WITH EXCEL

Start Date:	23/02/2026	End Date:	27/02/2026
Categories:	Digital Literacy	Venues:	Doha
Formats:	In Person	Instructors:	Khaled Nabil

OVERVIEW

This course empowers professionals to apply business analytics concepts using Microsoft Excel. Participants will learn how to extract insights from data, visualize trends, and make informed decisions using Excel's built-in tools and analysis features.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the role of analytics in strategic decision-making. – Perform descriptive and diagnostic analytics using Excel functions. – Use pivot tables, charts, and dashboards for data storytelling. – Apply forecasting techniques with regression and trend analysis. – Solve real business problems using data-driven insights.

COURSE OUTLINE

1- Business Analytics Concepts and Excel Tools 2- Descriptive Analytics: Sorting, Filtering, and Pivot Tables 3- Data Visualization and Dashboard Design 4- Predictive Analytics: Trendlines and Regression 5- Decision Making through Real Business Cases

TARGET AUDIENCE

Analysts, mid-level managers, finance staff, planners, and anyone aiming to improve decisions through data.

METHODOLOGY

Hands-on Excel practice, case-driven analysis, dashboard creation labs, and forecasting challenges.

CONCLUSION

Participants will develop a solid understanding of how to use Excel as a tool for analyzing and interpreting business data to drive better outcomes.

DAILY AGENDA

Day 1: Analytics Foundations in Excel

Explore core analytics concepts and Excel features used in data analysis.

Day 2: Descriptive Analytics Techniques

Work with pivot tables, slicers, and conditional formatting to summarize data.

Day 3: Visualization and Reporting

Build visual dashboards and meaningful business reports.

Day 4: Forecasting and Trends

Use regression tools and trendline analysis for predictive insights.

Day 5: Case Study Simulation

Apply your skills to a real-life case study and present data-driven solutions.

For more information, please contact us:

Email: info@gatewayconsulting.com | Phone: +96522968641

<https://gatewayconsulting.com>