

2 Days workshop

# AI IN BUSINESS ANALYTICS

Managers, Analysts, Business Decision Makers,  
Digital Transformation Leads, Strategy Teams



# Introduction

In today's fast-paced business environment, timely and data-driven decisions are essential to stay competitive. This hands-on workshop bridges the gap between traditional spreadsheet-based analysis and the cutting-edge world of AI-driven business insights.

Participants will move from mastering Excel analytics and dashboards to learning the application of AI tools for forecasting, trend detection, and decision automation—empowering them to make faster, smarter, and future-ready decisions.

## Key Benefits

- Master advanced Excel tools for data analysis and visualization
- Clean, transform, and model data using Power Query
- Apply AI-powered tools for predictive and prescriptive analytics
- Automate reports and insights using Excel + Power BI + AI integration
- Build interactive dashboards for faster, smarter business decisions

## Program Details



**Dates To Be Announced**



Investment: Rs. 80,000 + 3% SST



Venue: IBA City Campus



Duration: 2 Days  
9:30 AM – 5:30 PM each day



**Discount Offers:**  
Early Bird: **35%** | Group Discount (for 5 nominations): **50%**

# Program Outline:

## Day 1 – Mastering Business Analytics with Excel & Power Tools

### Session 1: Beyond Basic Excel Transforming Business Data

- Data types, business use cases, formulas & functions
- Excel tips for data accuracy, speed & efficiency
- Use cases in Finance, Marketing, HR, and Supply Chain

### Session 2: Data Cleaning & Transformation with Power Query

- Importing data from multiple sources
- Data shaping, transformation, and merging
- Real-life problem-solving using Excel & Power Query

### Session 3: Visual Analytics with Excel Dashboards

- KPI dashboards for performance tracking
- Conditional formatting, charts, slicers
- Mini project: Build a business dashboard in Excel

### Session 4: Data-Driven Decision Making Frameworks

- Strategic decision-making using data models
- Introduction to Business Intelligence and next-gen analytics

# Program Outline:

## Day 2 – Introducing AI in Business Analytics

### Session 5: Getting Started with AI in Business

- AI vs traditional analytics: What changes?
- No-code & low-code AI tools for business users
- ChatGPT, Microsoft Copilot, and AI-powered Excel features

### Session 6: Predictive & Prescriptive Analytics

- AI-powered forecasting models
- What-if analysis using AI
- Using AI to recommend business decisions

### Session 7: Automating Business Intelligence with Power BI & AI

- Live dashboards using Power BI
- Integrating Excel, Power BI, and AI tools
- Case-based walkthrough: Sales & Marketing Dashboard with AI insights

### Session 8: Capstone Exercise & Discussion

- Final hands-on activity: Build and present an AI-enhanced business dashboard
- Group presentations and expert feedback
- Action Plan: Applying insights in your organization

## Who Should Attend

- Business Managers & Analysts
- Strategy & Transformation Teams
- Finance, Sales, HR & Operations Professionals
- Professionals looking to move from Excel to AI-enabled insights.

[Click Here To Register Now](#)



## Contact Us:



0320-3861073



021-38104701  
(Ext. 1158)



cict@iba.edu.pk



## Connect With Us



+92-21-38104701 (1146)



cict.iba.edu.pk



cict@iba.edu.pk

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