

1 Day 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: 24th December 2025



Investment: Rs. PKR 65000 + Tax



Venue: IBA City Campus



Duration:
9:30 AM – 5:30



Discount Offers:
Early Bird 10 % till 15th December

Program Outline:

- Understand how AI, machine learning, and predictive analytics are transforming business functions such as Sales, HR, Finance, Marketing, and Operations.
- Explain core AI concepts and their role in improving data-driven decision-making.
- Analyze business data using AI-powered tools like ChatGPT and Power BI to generate insights.
- Build simple dashboards to visualize trends and support real-time decision-making.
- Identify and map practical AI use cases across different departments.
- Apply predictive and prescriptive techniques through hands-on labs and simulations.
- Use generative AI to automate reports, summaries, and business recommendations.
- Develop a mini AI adoption roadmap outlining steps for integrating AI into business operations.

Who Should Attend

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

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