

# Professional Certificate in Business Intelligence and Data Analytics (Power BI)

Develop structured data analytics capability  
to improve performance visibility, reporting clarity,  
and decision quality



# WHY BUSINESS INTELLIGENCE MATTERS

Strengthen performance visibility and build structured analytical capability

Organisations generate significant volumes of data, yet many struggle to convert information into actionable insight. Without structured analysis and reporting discipline, decision-making becomes reactive, inconsistent, and inefficient.

Sustainable performance improvement requires more than dashboards. It demands analytical thinking, data interpretation discipline, and alignment between reporting and strategic objectives.

This certificate programme strengthens business intelligence capability and equips professionals with structured analytical frameworks that support accurate performance monitoring and informed decision-making.

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## WHY DATA ANALYTICS MATTERS

In performance-driven environments, data capability directly impacts: operational efficiency, KPI tracking, forecasting accuracy, and strategic clarity.

Without structured business intelligence capability, organisations may experience:

- Limited visibility of performance metrics
- Inefficient reporting processes
- Weak data interpretation
- Delayed decision-making
- Inconsistent KPI management

This programme equips participants with applied analytical discipline that supports measurable performance improvement.

## PROGRAMME OVERVIEW

International Professional Certificate in Business Intelligence and Data Analytics helps participants understand:

- Data preparation and modelling fundamentals
- Dashboard design and data visualisation principles
- Performance measurement frameworks
- KPI tracking and reporting structures
- Data storytelling for decision-makers
- Analytical discipline within operational systems

Participants develop structured analytical capability that connects reporting with strategic decision-making.

### The result:

Clearer insights.

Better decisions.

Stronger performance visibility.

Data does not improve performance.

Structured analysis does.

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**Data does not improve performance.**

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Structured analysis does.

# What This Programme Prepares You to Do

The programme focuses on practical application, enabling participants to build dashboards, analyse performance trends, and strengthen reporting discipline within organisational environments.

## PARTICIPANTS DEVELOP THE CAPABILITY TO:

- Prepare and model data effectively
- Build interactive dashboards
- Interpret performance indicators
- Strengthen KPI monitoring systems
- Improve reporting clarity
- Support structured decision-making
- Apply analytical thinking to business challenges

## OUTCOMES FOR PARTICIPANTS

- Improve performance visibility
- Strengthen reporting accuracy
- Enhance analytical confidence
- Support data-driven culture
- Improve decision quality
- Demonstrate structured BI capability

### Programme Structure and Delivery Options

#### Programme Duration

12 Learning Hours

#### Delivery Format

Online

#### Flexible Delivery

Adaptable for organisational performance improvement initiatives

#### Organisation Bundles

Organisational packages and volume discounts available

# HOW LEARNING IS APPLIED

Participants work through real datasets, dashboard-building exercises, and performance reporting scenarios reflecting organisational environments.

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## PARTICIPANTS EXPLORE

- ✓ Data modelling fundamentals
- ✓ Dashboard development techniques
- ✓ KPI measurement frameworks
- ✓ Performance analysis
- ✓ Reporting discipline
- ✓ Analytical decision support

## WHAT THIS TYPE OF TRAINING DELIVERS

- Performance Visibility
- Strengthen KPI tracking and reporting clarity.
- Analytical Discipline  
Improve data interpretation rigour.
- Decision Confidence  
Support informed strategic action.
- Operational Insight  
Enhance measurable performance control.

### The result:

Stronger analytical capability.  
Improved decision quality.  
Structured performance management where it matters.

## COURSE PREREQUISITES

No prior advanced analytics experience required.

Suitable for professionals seeking structured data capability.

## THIS PROGRAMME IS DESIGNED FOR

- Data analysts
- Finance and planning professionals
- Department managers
- Performance monitoring specialists
- Professionals responsible for Reporting and KPIs

# COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

**Turning capability into national outcomes.**



## **ASSESS**

Understand the real operating world



## **DESIGN**

Build training that fits the sector



## **DELIVER**

Teach through Saudi SMEs and practitioners



## **SUSTAIN**

Embed the change inside organisations

### **What this Ensures**

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for  
the course  
through the  
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