

CERTIFIED STRATEGIC BUSINESS INTELLIGENCE PARTNER (CSBIP)

COURSE OVERVIEW

The data and business intelligence industry is transforming in real-time due to the vast growth of AI, technologies, and current market dynamic changes. Because of this ever-lasting shift, merely learning data tools isn't enough to survive. Instead, organizations today are focusing on a more impactful approach: mastering the fundamentals and learning how to solve real-world business problems to drive real business impact. Consequently, there is more demand for BI business partners who think strategically and can integrate various data tools to clean data, feed it, and translate that output into actionable business decisions. This course, therefore, focuses on the highest-impact role of data, which is to build one system and drive decisions.

TARGET COMPETENCIES

- Data Analytics
- Business Intelligence
- Strategic Thinking
- Problem Solving
- Business Acumen
- AI Integration
- Business Data Communication

COURSE OBJECTIVES

By the end of the course, participants will be able to:

- Utilize data tools to process data
- Analyze data to extract powerful insights using BI tools
- Think strategically about building one system and drive decisions
- Construct business problem statement to lead BI initiatives
- Use business acumen to understand the big picture of a company, turning technical data into strategic decisions that drive profit and growth.
- Integrate AI and API tools in data analytics to customize AI solutions
- Communicate data in a business context to generate actionable insights

TARGET AUDIENCE

This course is perfect for mid-level professionals including data analysts, BI specialists, and business unit managers who have a foundational grasp of data and are ready to step up, influence decision-makers, and evolve into a true strategic business partner.

COURSE METHODOLOGY

This course utilizes a blended learning approach, integrating foundational theoretical concepts with hands-on practices. The participants will be required to work individually and in groups to complete exercise, workshops, and case studies and complete real-world business challenges.

COURSE OUTLINE

ENTERPRISE ADVANTAGE THROUGH DATA ANALYSIS

- Data Translation
- Analytics Opportunities and risks identification
- business objectives, KPIs and analytics gap bridging
- Data evaluation and reporting

BUSINESS ACUMEN & DECISION INTELLIGENCE

- Understand core business models
- Structured decision-making frameworks
- Business problem statements construction
- Strategic thinking in building holistic systems

EXECUTIVE COMMUNICATION WITH DATA

- Business context communication
- Actionable Insights transformation.
- Decision making influence
- Decision Data support

AI ACUMEN & INTEGRATION

- Understanding the use of AI in business environments
- AI tools Identification
- Integrate AI tools into analytics
- Automation with AI for productivity and effectiveness

VALUE ENABLEMENT DATA ARCHITECTURE

- Data pipelines Development
- The ETL process for integration
- The ELT approaches in data platforms
- Data Governance, security, and quality

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