



Future-Oriented Training and Consulting

#### BUSINESS ANALYTICS WITH AI PROGRAM

# Business Analytics

## with AI

Building the skills to turn complex data into actionable business insight with AI.

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|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Proven Analytics Frameworks</b><br>Structured frameworks for framing questions and testing hypotheses. | <b>Executive Discussions</b><br>Case studies, simulations, and executive discussions on real business problems.  |
| <b>AI-Powered Analytics Platforms</b><br>Hands-on exposure to AI-powered analytics platforms and tooling. | <b>Actionable Business Insight</b><br>The practical capability to convert data into decisions that move results. |

## CONTACT & HEADQUARTERS

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## Program Overview

This program builds the skills to apply AI-driven analytics to real business problems.

Through case studies, executive discussions, simulations, and hands-on exposure to AI-powered analytics platforms, participants will develop the practical capability to turn complex data into actionable business insights.

## Program Objectives

- **Frame Business Problems as Analytics Questions:** Translate business issues into questions data can answer.
- **Work Confidently with Business Data:** Assess data quality, structure, and fitness for purpose.
- **Apply AI-Powered Analytics:** Use AI platforms to find patterns, drivers, and forecasts.
- **Interpret Results Critically:** Separate signal from noise and avoid false conclusions.
- **Communicate Insight for Decisions:** Turn analysis into clear recommendations executives act on.
- **Build an Analytics-Driven Culture:** Embed evidence-based decision-making across the team.

## Target Audience

This program is designed for professionals using data and AI to drive business decisions, including:

- **Business & Financial Analysts** turning data into insight for the business.
- **Managers & Functional Leaders** making decisions from analytics output.
- **Product & Marketing Professionals** measuring performance and customer behavior.
- **Data & BI Professionals** building AI-enabled reporting and models.
- **Operations & Supply Chain Professionals** optimizing performance with analytics.
- **IT & Digital Transformation Leaders** scaling analytics capability across the business.
- **Consultants & Advisors** advising clients with data-backed insight.

## Program Impact

Participants will leave this program with stronger analytical judgment and practical AI analytics skills. Graduates will return to their organizations ready to turn complex data into actionable insight that drives better business decisions.

## Program Outline

### **MODULE 1: Foundations of AI-Driven Business Analytics**

- How analytics creates value in the business
- What AI adds to traditional analytics
- Descriptive, predictive, and prescriptive analytics
- Framing business problems as analytics questions
- Common pitfalls in data-driven decision-making

### **MODULE 2: Working with Business Data**

- Data sources, structure, and quality assessment
- Preparing and cleaning data for analysis
- Metrics, definitions, and single sources of truth
- Data governance, privacy, and access
- Hands-on exposure to AI-powered analytics platforms

### **MODULE 3: AI Techniques for Business Insight**

- Pattern detection, segmentation, and clustering
- Forecasting and predictive modeling for the business
- Driver analysis and scenario testing
- Using AI assistants to accelerate analysis

### **MODULE 4: From Analysis to Decision**

- Interpreting results and testing conclusions
- Avoiding bias, spurious correlation, and overfitting
- Visualization and executive-ready storytelling
- Building recommendations that drive action
- Delivering an end-to-end business analysis

### **MODULE 5: Embedding Analytics in the Business**

- Operationalizing analytics in decision routines
- Monitoring performance and refreshing models
- Building analytics capability across the team
- Sustaining analytics practice beyond the program