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COURSE BROCHURE

# Analytical Evidence for Business Decisions Training Course

8 – 12 November 2027
Paris

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Registered in the United Kingdom and Saudi Arabia

# Analytical Evidence for Business Decisions Training Course

**Ref:** 3136_119113 **Date:** 8 – 12 November 2027 **Location:** Paris **Fees:** 6900 GBP

Analytical Evidence for Business Decisions is a 1-week training course for managers and analysts who commission or use analytical models, built around a decision analysis brief for one real business choice. Organisations now hold more forecasts and test results than leaders can weigh, so turning a vague question into sound evidence decides whether that material shapes choices. Jupiter Prime Training delivers this Analytical Evidence for Business Decisions course.

## Why Analytical Evidence for Business Decisions Matters Now

Two pressures shape this subject today. Executives expect recommendations backed by numbers within days. Analytical work is increasingly produced by specialist teams or outside suppliers, so the person who commissions a model is often not the person who builds it. An organisation that frames questions well spends analytical effort on the choices that matter and acts with known confidence; one that frames them badly buys elegant answers to the wrong question and mistakes noise for a trend.

## Who Gains Most from Analytical Evidence for Business Decisions

- Functional managers who sponsor analytical requests and must act on the findings
- Analysts who translate a manager's concern into a measurable question and a test
- Finance and planning leads who rely on forecasts to set budgets and targets
- Marketing and product owners who run trials and customer segmentation
- Operations and risk leads who weigh predicted outcomes against tolerable loss

The greatest return comes when a sponsoring manager and the analysts who serve that manager attend together and leave sharing one vocabulary for uncertainty.

## Analytical Evidence for Business Decisions Capabilities

Participants move from receiving reports to shaping the evidence behind a choice.

- Specify a business choice as a measurable question with options and criteria — the sponsor approving analytical effort
- Design a controlled comparison or trial that isolates the effect of a change — product and marketing owners
- Assess a forecast by its error range, assumptions and horizon — finance and planning leads
- Test whether customer or site segments differ enough to justify separate treatment — commercial heads
- Weigh model outputs against the cost of a wrong call — operations and risk leads
- Communicate evidence, confidence and remaining doubt in one page — the executive taking the decision

## Key Analytical Evidence for Business Decisions Terms

- Decision question — a precise statement of the choice, the options on the table and the measure that will separate them.
- Control group — the comparison set that receives no change, so differences can be attributed to it.
- Confidence interval — the range within which the true value plausibly lies.
- Forecast error — the gap between predicted and actual values, tracked over time.
- Segmentation — dividing customers, products or sites into groups whose behaviour differs enough to warrant different action.
- Base rate — how often an outcome occurs in the whole population.

## Analytical Evidence for Business Decisions Day by Day

### Day 1: From Business Concern to Analytical Question

- Decision Statement Writing — Which Choice the Analysis Must Inform
- Option and Criteria Mapping — How Alternatives Will Be Compared Fairly
- Stakeholder Interest Grid — Whose Concerns Shape the Measures Used
- Evidence Gap Inventory — What Is Known, Assumed or Missing
- Analytical Request Template — Scope, Deadline and Acceptable Precision

### Day 2: Designing Trials and Comparisons

- Controlled Trial Planning — Isolating the Effect of a Pricing Change
- Sample Size Reasoning — Whether a Trial Can Detect a Real Effect
- Randomised Assignment Rules — Avoiding Bias in Who Receives Treatment
- Before and After Comparisons — When Seasonal Effects Mislead Results
- Natural Experiment Spotting — Using Existing Variation When Trials Are Impossible

### Day 3: Forecasts and Segments

- Trend and Seasonality Reading — Setting Realistic Demand Expectations
- Forecast Error Tracking — How Much Trust a Projection Deserves
- Scenario Ranges — Budget Choices Under High and Low Cases
- Customer Segment Profiles — Whether Groups Justify Separate Offers
- Segment Stability Checks — Whether Groupings Hold Across Periods

### Day 4: Reading Model Outputs and Uncertainty

- Interval and Margin Interpretation — Separating Signal From Sampling Noise
- Base Rate Comparison — Judging Predicted Risk Scores Sensibly
- False Alarm and Missed Case Costs — Setting Action Thresholds
- Driver Importance Charts — Which Factors Deserve Management Attention
- Assumption Challenge Questions — Probing a Supplier's Model Before Acting

## Day 5: Practising the Decision Analysis Brief

- Question Reframing Exercise — Applying Decision Statements to a Live Case
- Trial Design Critique — Testing Peer Proposals for Hidden Bias
- Uncertainty Narrative Drafting — Presenting Ranges to a Sceptical Board
- One-Page Evidence Summary — Recommendation, Confidence and Next Test
- Decision Analysis Brief Completion — One Business Choice Ready for Sign-Off

## Applying Analytical Evidence for Business Decisions After the Course

- Rewrite one pending analytical request as a decision statement and agree it with the sponsor.
- Run a small controlled trial on one pricing or service change and report the result as a range.

## Analytical Evidence for Business Decisions Questions FAQ

### What is Analytical Evidence for Business Decisions and why does it matter now?

It is the discipline of turning a business choice into a measurable question and gathering trustworthy evidence to settle it. It matters now because forecasts and model outputs arrive faster than leaders can judge them.

### Which roles gain most from Analytical Evidence for Business Decisions?

Managers who sponsor analysis and analysts who serve them gain most. Finance planners, product owners running trials and risk leads acting on predictions also benefit.

### How does Analytical Evidence for Business Decisions differ from a technical data science course?

It focuses on commissioning, questioning and using analysis rather than coding models. A technical course teaches building algorithms; here you learn to frame questions, design fair comparisons and judge uncertainty.

### What do you bring back from Analytical Evidence for Business Decisions?

You bring back a finished brief for one real business choice from your organisation. It sets out the question, options, evidence, confidence range and next test.

## Analytical Evidence for Business Decisions: The Way Forward

The decision analysis brief first informs whether a single pending choice, such as a regional price change or a new service tier, should proceed, pause or be tested further. Sponsors use it to approve effort; analysts use it to scope work. After its first use, revisit the acceptable precision set at the start: real outcomes often show the bar was set too high or too low.