Training Course on Data Analytics and Business Intelligence for Educational Leaders

Professional Development Training Course Outline

Category	Educational Leadership and Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's data-driven educational landscape, Data Analytics and Business Intelligence (BI) are revolutionizing how institutions make decisions, allocate resources, and improve student outcomes. Training Course on Data Analytics and Business Intelligence for Educational Leaders empowers educational leaders, administrators, and policymakers to leverage data analytics tools, BI dashboards, and predictive modeling to drive transformational change in education. With the surge in AI integration, cloud-based platforms, and real-time data visualization, understanding how to convert data into actionable insights has become a top priority for educational leadership.

The course is strategically designed to meet the growing demand for evidence-based decision-making, school performance analytics, and intelligent reporting systems. Whether leading a K-12 district or managing higher education programs, this course equips leaders with practical knowledge in data governance, KPI tracking, machine learning integration, and learning analytics frameworks. Participants will complete hands-on modules, explore case studies, and develop the skillset to lead confidently in a digital-first education environment.

Programme Curriculum

Training Course on Data Analytics and Business Intelligence for Educational Leaders

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Course Objectives

1. Understand core concepts of data analytics and BI in education.
2. Use AI-powered tools to analyze and interpret educational data.
3. Develop and apply predictive analytics to improve student success.
4. Create custom BI dashboards for performance monitoring.
5. Apply machine learning models to identify at-risk students.
6. Implement data governance and ethical data use practices.
7. Utilize cloud-based data systems for real-time decision-making.
8. Leverage KPI tracking to measure institutional effectiveness.
9. Integrate learning analytics to personalize instruction.
10. Interpret and present data using visual storytelling techniques.
11. Align BI strategies with strategic planning and budgeting.
12. Evaluate EdTech platforms for data integration capabilities.
13. Lead organizational change through data-driven leadership.

Target Audiences

1. K-12 School Principals
2. Higher Education Administrators
3. District-Level Education Officers
4. Educational Policy Makers
5. Curriculum Coordinators
6. Instructional Coaches
7. EdTech Integration Specialists
8. Academic Researchers in Education

Course Duration: 5 days

Course Modules

Module 1: Foundations of Data Analytics in Education

- Introduction to data types and sources in education
- Understanding structured vs unstructured data
- Basics of Excel, SQL, and Power BI for beginners
- Importance of data literacy for school leaders
- Principles of ethical data handling
- **Case Study**: Transforming low-performing schools using data

Module 2: Business Intelligence Fundamentals

- Defining BI in an educational context
- Key BI tools (Power BI, Tableau, Looker Studio)
- Understanding OLAP and data cubes
- Connecting databases to BI platforms
- Creating basic dashboards and scorecards
- **Case Study**: BI for district-wide performance improvement

Module 3: Data Visualization and Storytelling

- Designing effective data visualizations
- Using charts, heatmaps, and infographics
- Crafting narratives from data sets
- Tools for real-time data storytelling
- Avoiding visualization bias and distortion
- **Case Study**: Enrollment trend visualization for strategic planning

Module 4: Predictive Analytics and Machine Learning

- Overview of predictive modeling in education
- Using historical data to predict student outcomes
- Early warning systems for dropout risks
- Introduction to machine learning algorithms (classification, regression)
- Tools: RapidMiner, Python, Google AutoML
- **Case Study**: Predicting student retention rates in universities

Module 5: KPI and Performance Monitoring

- Defining relevant KPIs in K-12 and higher education
- Setting benchmarks and baselines
- Monitoring academic achievement and operational efficiency
- Dashboards for ongoing performance reviews
- Linking KPIs with strategic goals
- **Case Study**: Using KPIs to optimize resource allocation

Module 6: Data Governance and Security

- Data privacy laws (FERPA, GDPR in education)
- Creating a data governance policy
- Role-based access and permissions
- Protecting student information and analytics infrastructure
- Training staff on compliance protocols
- **Case Study**: Data breach response in a public school district

Module 7: Learning Analytics for Personalized Instruction

- Collecting data from LMS, SIS, and digital tools
- Analyzing patterns in learning behaviors
- Adapting content to learner preferences
- Real-time feedback for students and teachers
- Aligning analytics with instructional design
- **Case Study**: Personalizing learning pathways in blended classrooms

Module 8: Leading a Data-Driven Culture

- Change management principles for data adoption
- Building cross-functional data teams
- Empowering educators with analytics tools
- Cultivating data curiosity among staff
- Integrating analytics into strategic planning
- **Case Study**: Leading district transformation through BI

Training Methodology

- Interactive workshops with hands-on data projects

- Live demonstrations of BI tools and dashboards
- Small group breakouts for strategy simulations
- Guest speakers from leading EdTech firms
- Real-time analysis of anonymized educational datasets
- Capstone project integrating BI strategy into school improvement plan

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com