



Business Intelligence Analytics with Tableau

Unlock the power of data-driven decision-making with our short course on Business Intelligence (BI) Analytics with Tableau. In today's dynamic business landscape, organizations rely on data to gain a competitive edge and drive strategic initiatives. This course is designed to provide a comprehensive introduction to the fundamental concepts, tools, and techniques of Business Intelligence with Tableau.

Objectives

The objective of this training is to provide participants with a fundamental concepts, tools, and techniques of Business Intelligence using Tableau.

Learning outcomes

Upon successful completion of the training, participants are expected to gain professional knowledge and skills to perform the following tasks:

- Understand the fundamental concepts, tools, and techniques of BI.
- Explain the important role that BI professionals have in businesses
- Practice data modeling ETL processes
- Design data visualizations that answer business questions
- Create dashboards that effectively communicate data insights to stakeholders

Topics

- 1 Introduction to Business Intelligence (BI)
- 2 BI Tools and Techniques
- 3 BI Data Models with Tableau
- 4 BI Data Visualization with Tableau
- 5 BI Data Reporting and Dashboard creation with Tableau
- 6 BI Maturity and Strategy

Target group

- BI Analyst, Data Analysts, Data Scientists and Data Managers
- Business Professionals
- IT Professionals
- Finance and Accounting Professionals
- Entrepreneurs and Start-up Enthusiasts
- Students from IT, Business, Statistics, Actuarial Science, or related fields.
- Anyone Interested in Data-driven Decision- Making

Course Materials & Certificate of Attendance


- Each registered participant will be provided with a copy of the instructors' slides and other materials, such as references and software used during the course.
- Participants will be awarded certificates of attendance by the University of Dar es Salaam.

Date and Venue

10th – 14th February 2025; from 9:00 am – 1:00 pm
Venue : CE Conference Room, University of Dar es Salaam

Registration & Payments

Registration

 <https://dps.udsm.ac.tz/view?course=144>
Please register for the course before 10th February 2025

Payments

All payments should be made centrally through Control Numbers provided by the University of Dar es Salaam. After registration, a Control Number and invoice will be emailed to you using information you have provided in the registration system.

Contact

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Fee

750,000
TZS



Digital Marketing Essentials

This short course on Digital Marketing Essentials is designed to provide participants with a comprehensive understanding of key concepts, strategies, and tools in the dynamic field of digital marketing. As businesses increasingly shift their focus to the online realm, the ability to navigate and leverage digital channels becomes essential for success.

Objectives

The objective of this training is to provide participants with practical skills and knowledge to develop and implement effective digital marketing strategies, enhance online visibility, and drive measurable results for businesses in the digital age.

Learning outcomes

Upon successful completion of the training, participants are expected to gain practical skills and knowledge to develop and implement effective digital marketing strategies, enhance online visibility, and drive measurable results for businesses in the digital age.

Topics

- 1 Introduction to Digital Marketing
- 2 Attract and Engage Customers with Digital Marketing (Marketing Funnel)
- 3 Digital Marketing Strategy
- 4 Search Engine Optimization (SEO)
- 5 Google Ads
- 6 Social Media Marketing (Facebook, Instagram, LinkedIn)
- 7 Analytics and Data-Driven Decision Making
- 8 Digital Marketing Trends and Innovations

Target group

- Marketing Professionals
- Public Relations (PR) Professionals
- IT Professionals
- Start-up Founders and Business Development Professionals
- Entrepreneurs and Small Business Owners
- Freelancers and Consultants
- Students from Marketing, Business and related fields
- Anyone Interested in Digital Marketing

Course Materials & Certificate of Attendance


- Each registered participant will be provided with a copy of the instructors' slides and other materials, such as references and software used during the course.
- Participants will be awarded certificates of attendance by the University of Dar es Salaam.

Date and Venue

24th – 28th February 2025; from 9:00 am – 1:00 pm
Venue : CE Conference Room, University of Dar es Salaam

Registration & Payments

Registration

 <https://dps.udsm.ac.tz/view?course=146>
Please register for the course before 24th February 2025

Payments

All payments should be made centrally through Control Numbers provided by the University of Dar es Salaam. After registration, a Control Number and invoice will be emailed to you using information you have provided in the registration system.

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Fee

**600,000
TZS**