Training Programme on Data and Business Intelligence

Target Audience	• Transport professionals who want to get more out of their available data whatever the field of specialization, from operations management, to public transport planning, marketing and strategic decision making • Professionals in IT and business analytics directly involved in the collection, processing and analysis of data • Professionals interested in obtaining a wider and more international perspective on the collection and use of data in public transport • Experienced professionals but also newcomers in the sector from local transport authorities, public transport operators or the supply industry
Duration	• 3 Days
Programme Topics	• The power of data, and its impact on public transport • The use and impact of new technologies to procure data and measure mobility • How data-driven should your organisation be? • KPI selection • Workshop: How to get from data to results? • Creation and deployment of a business intelligence tool • Action Planning
Objectives	• Learn about the main principles, processes and tools required to use data and build a sound business

All training content, format, methodologies and length can be customized to the company's needs and interests.

	intelligence system & organization to improve public transport and sustainable urban mobility in cities • Understand the importance of having a good organisation of data and learn from best practice on implementing a management information system • Learn from international best practices and exchange of knowledge on the optimal use of new technologies • Learn how to better exploit data analytics and find opportunities in your data, in particular big data analysis • Apply through workshops the process of getting the right data: from defining strategic goals to the appropriate selection and break down of indicators
Methodology	• Participate in interactive plenary sessions with presentations, case studies, workshops and open discussion. • Challenge your thinking on the way to produce, use and organise your data • Apply through workshops, on a concrete case, the principles and process learned to build a sound business intelligence environment for your company, city or network • Share your knowledge and experience with other participants in smaller groups.
Our trainers	• Our skillful trainers team is composed of professionals, UITP lecturers and international experts in the fields of data collection, measurement and business improvement within the public transport and urban mobility industry.

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