

Course No. 1774

AI-Powered Market & Business Analysis Training Course

DATA ANALYTICS & BUSINESS INTELLIGENCE
DATA, ANALYTICS & DIGITAL TRANSFORMATION

DURATION

5 Days

DELIVERY

Classroom



Course Overview

AI-Powered Market & Business Analysis is a practical and strategic training course designed to equip professionals, managers, and decision makers with the capabilities to leverage artificial intelligence, advanced analytics, and data-driven approaches to understand markets, evaluate business performance, identify opportunities, and support strategic decision-making.

The course explores how AI can enhance traditional market and business analysis by processing large volumes of information, identifying emerging trends, analyzing customer and competitor behavior, detecting market signals, and transforming complex information into actionable insights.

Participants will learn a structured approach to the complete analytical process, from defining market and business questions and identifying relevant information sources to analyzing market dynamics, customer behavior, competitive positioning, business performance, risks, and future opportunities.

Through practical exercises, case studies, and business scenarios, participants will develop the ability to critically evaluate AI-generated insights, translate analytical findings into strategic recommendations, assess growth opportunities, and use AI-powered intelligence to strengthen competitive advantage and business performance.

Objectives

- By the end of this course, participants will be able to:
- Understand the role of artificial intelligence in modern market and business analysis.
- Identify high-value market and business questions that can be supported by AI.
- Analyze market trends, dynamics, opportunities, and emerging risks.
- Apply AI-powered techniques to conduct competitor and competitive analysis.
- Analyze customer behavior, preferences, needs, and market segments.
- Use data and AI to evaluate business performance and growth opportunities.
- Identify emerging market signals, patterns, and business trends.
- Apply AI-supported forecasting and scenario analysis.
- Evaluate new markets, products, services, and business opportunities.

- Assess competitive positioning using data-driven market intelligence.
- Validate and critically evaluate AI-generated market and business insights.
- Identify bias, data limitations, uncertainty, and analytical risks.
- Translate analytical findings into actionable strategic recommendations.
- Support strategic planning and business development using AI-powered analysis.
- Develop an integrated AI-powered market and business analysis framework.

Who Should Attend

This course is designed for executives, managers, business analysts, strategy professionals, market intelligence specialists, business development professionals, and decision makers who rely on market and business information to support organizational growth and strategic decisions.

It is particularly relevant to professionals working in strategy, marketing, sales, business development, market research, corporate planning, finance, operations, digital transformation, data analytics, artificial intelligence, investment, and performance management.

The programme is suitable for government entities, public sector organizations, banks and financial institutions, oil and gas, energy, engineering, manufacturing, telecommunications, healthcare, logistics, professional services, and large corporations seeking to strengthen market intelligence and business analysis through artificial intelligence.

Learning Outcomes

- Upon successful completion of the course, participants will be able to:
- Conduct structured market and business analysis using AI-powered approaches.
- Identify and evaluate market trends, opportunities, and emerging threats.
- Analyze competitors and assess competitive positioning.
- Segment markets and evaluate customer behavior using data and AI.
- Assess internal business performance and identify growth opportunities.
- Identify emerging market signals and business patterns.
- Apply predictive analytics and AI-supported forecasting.

- Develop scenarios and assess potential market and business outcomes.
- Evaluate new products, markets, investments, and business opportunities.
- Generate actionable insights from large volumes of market and business information.
- Critically evaluate the accuracy and relevance of AI-generated insights.
- Identify bias, uncertainty, data limitations, and analytical errors.
- Translate market and business intelligence into strategic recommendations.
- Present AI-powered analysis clearly to executives and stakeholders.
- Develop an AI-powered market and business analysis roadmap.

Course Outline

DAY 01

Foundations of AI-Powered Market & Business Analysis

- Understanding AI-powered market and business analysis
- The evolution of market intelligence and business intelligence
- Traditional analysis versus AI-enhanced analysis
- Defining strategic, market, and business questions
- Identifying internal and external information sources
- Assessing data quality, relevance, reliability, and completeness
- Using AI to accelerate information discovery and analysis
- Identifying market patterns, trends, and signals
- Developing analytical hypotheses and assumptions
- Building an AI-supported analytical framework

PRACTICAL APPLICATION

Developing an AI-powered analytical framework for a real market or business challenge

DAY 02

AI-Powered Market, Customer & Competitor Analysis

- Understanding market structures and competitive dynamics
- AI-supported market trend analysis
- Identifying emerging market opportunities and threats
- Competitor intelligence and competitive benchmarking
- Analyzing competitor strategies, products, pricing, and positioning
- Customer segmentation and behavioral analysis
- Identifying customer needs, preferences, and changing expectations
- Analyzing customer sentiment and market perception
- Identifying market gaps and unmet customer needs
- Developing competitive positioning insights

PRACTICAL APPLICATION

Conducting an AI-powered market and competitor analysis and developing strategic insights

DAY 03

Business Performance, Forecasting & Opportunity Analysis

- AI-powered business performance analysis
- Analyzing revenue, profitability, productivity, and operational performance
- Identifying key business performance drivers
- Detecting anomalies, gaps, and emerging risks
- Predictive analytics and AI-supported forecasting
- Demand, revenue, and market forecasting
- Scenario planning and what-if analysis
- Evaluating growth opportunities and new markets
- Assessing new products, services, and business models
- Prioritizing opportunities based on value, risk, and feasibility

DAY 03 — CONTINUED

PRACTICAL APPLICATION

Developing an AI-supported business forecast and evaluating strategic growth opportunities

DAY 04**Strategic Insights, Decision Support & Analytical Risk**

- Converting AI-generated analysis into actionable business insights
- Connecting market intelligence with strategic planning
- Evaluating strategic alternatives using analytical evidence
- AI-supported decision-making for business growth
- Identifying assumptions and potential analytical bias
- Evaluating the reliability and limitations of AI-generated outputs
- Managing uncertainty in market and business analysis
- Human judgment and validation of AI-powered insights
- Presenting analytical findings to executives and stakeholders
- Building evidence-based business recommendations

PRACTICAL APPLICATION

Preparing an executive market and business analysis report and presenting strategic recommendations

DAY 05**AI-Powered Business Intelligence & Strategic Execution**

- Integrating AI-powered market analysis into strategic management
- Building enterprise market and business intelligence capabilities
- Developing an AI-powered analytical operating model
- Prioritizing analytical use cases based on business value
- Connecting market insights with strategic objectives and performance indicators
- Supporting business growth, innovation, and competitive advantage

DAY 05 — CONTINUED

- Measuring the value and impact of AI-powered analysis
- Establishing continuous market intelligence and monitoring practices
- Building organizational capabilities in AI and analytics
- Developing an AI-powered market and business analysis roadmap
- Final Integrated Workshop: Developing a comprehensive AI-Powered Market & Business Analysis Strategy covering market intelligence, competitor analysis, customer insights, business performance, opportunity assessment, predictive analysis, and implementation priorities.

Register or Request More Information

Course page: <https://quest-training.com/courses/ai-powered-market-business-analysis-training-course>

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