

CERTIFIED BUSINESS INTELLIGENCE ANALYST

Certified Business Intelligence Analyst



Certified Business Intelligence (BI) Analyst kini menjadi peran vital bagi organisasi yang ingin tetap kompetitif di era digital. Posisi ini mendukung pengambilan keputusan berbasis data yang akurat dan membantu perusahaan memahami tren pasar secara lebih mendalam. Untuk memenuhi kebutuhan ini, PPM Manajemen menawarkan program *Business Intelligence Analyst* bersertifikasi nasional dari BNSP, yang membekali peserta dengan keterampilan dan kompetensi yang diakui di seluruh Indonesia

Program ini dirancang sebagai pelatihan intensif dua hari, diikuti ujian sertifikasi satu hari bersama LSP Sains Data dan Kecerdasan Buatan Indonesia. Peserta akan mempelajari tujuh unit kompetensi, termasuk pengumpulan dan analisis data serta pembuatan visualisasi *Business Intelligence* yang interaktif. Kompetensi ini membantu meningkatkan efisiensi operasional dan pemahaman terhadap pengalaman pelanggan

Pelatihan tatap muka memungkinkan peserta berinteraksi langsung dengan para ahli BI dan mendapat pemahaman mendalam mengenai penerapan BI. Sertifikasi dari BNSP meningkatkan kredibilitas dan menjadikan peserta sebagai aset berharga bagi organisasi, mendukung kepatuhan regulasi, keamanan data, dan kepuasan pelanggan secara optimal.

A Business Intelligence (BI) Analyst has become a critical role for organizations aiming to stay competitive in the digital age. This position supports data-driven decision-making and helps companies gain deeper insights into market trends. To meet this demand, PPM Management offers a nationally certified *Business Intelligence Analyst* program accredited by the National Professional Certification Agency (BNSP), equipping participants with skills and competencies recognized throughout Indonesia

The program is designed as an intensive two-day training, followed by a one-day certification exam conducted with LSP Data. Participants will learn seven competency units, including data collection and analysis, as well as the creation of interactive *Business Intelligence* visualizations. These competencies enhance operational efficiency and improve understanding of customer experiences.

The in-person training allows participants to engage directly with BI experts and gain a deeper understanding of BI applications. The BNSP certification boosts participants' credibility, making them valuable assets to their organizations by supporting regulatory compliance, data security, and optimal customer satisfaction.

Topik :

1. Mengumpulkan data
2. Menelaah data
3. Memvalidasi data
4. Menentukan objek data
5. Mengkonstruksi data
6. Mengintegrasikan data
7. Membuat business intelligence

Peserta Pelatihan :

Para praktisi/akademisi bidang marketing yang membutuhkan peningkatan pengetahuan serta pengakuan kompetensi dalam analisis data, *business intelligence*, dan bidang terkait lainnya.

Persyaratan Peserta Ujian :

- Pendidikan minimal S1.
- Pekerja profesional dengan pengalaman kerja minimal 1 tahun dibidang data
- Telah mengikuti pelatihan yang relevan dengan *business intelligence*

Subjects :

1. *Collecting data*
2. *Reviewing data*
3. *Validating data*
4. *Determining data objects*
5. *Constructing data*
6. *Integrating data*
7. *Creating business intelligence*

Trainees :

Marketing practitioners/academics who need to increase their knowledge and recognize their competencies in data analysis, business intelligence, and other related fields.

Requirements :

- *Bachelor degree (S1)*
- *Professional workers with at least 1 year of work experience in the data field*
- *Have attended training relevant to Business Intelligence*

PROFESSIONAL

IDR 5.500.000

In Class Training

Online Exam

(Tidak termasuk pajak)

(Exclude PPN)

(Termasuk biaya ujian)

(Include exam fee)