



AI AND DIGITAL TRANSFORMATION TRAINING

Data Science for Business Leaders

3 day course

Classroom, online or in-house

Course overview

Leaders commission data science work, approve its budget and act on its output, usually without the training to interrogate any of it. This course closes that gap without turning anybody into a statistician. Delegates learn what these methods can and cannot establish, particularly the difference between correlation and cause and why that difference decides whether a finding supports a decision. Model evaluation is covered in usable terms: what accuracy omits, why a model can be right on average and wrong where it matters, and how a model degrades. The course also covers the questions that expose a weak analysis and the data conditions a project needs before it can start.

What you will learn

- Explain what these methods can and cannot establish
- Distinguish correlation from cause and know when it matters
- Interpret model performance beyond a headline accuracy figure
- Recognise a model that is right on average and wrong where it counts
- Understand how models degrade and what maintenance they need
- Ask the questions that expose a weak analysis
- Assess whether the data conditions for a project actually exist

Who should attend

- Executives and senior managers commissioning analytics
- Function heads acting on analytical output
- Product and strategy professionals
- Finance leaders evaluating investment cases
- Board members with a data or technology remit

Course outline

- 01 What these methods establish, and what they do not
- 02 Correlation, cause and the decisions that depend on the difference
- 03 Model evaluation in usable terms
- 04 Where accuracy misleads
- 05 Model degradation and maintenance
- 06 Questions that expose a weak analysis
- 07 Data conditions a project requires
- 08 Commissioning and governing analytical work

Upcoming dates

Dates	Venue	Format	Fee per delegate
2 to 4 November 2026	Online	Online	R6,500
23 to 25 November 2026	Cape Town, South Africa	Classroom	R14,950
27 to 29 January 2027	Windhoek, Namibia	Classroom	R14,950
10 to 12 March 2027	Johannesburg, South Africa	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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