



AI AND DIGITAL TRANSFORMATION TRAINING

Machine Learning Foundations for Business Analysts

3 day course

Classroom, online or in-house

Course overview

An analyst does not need to build models to be the person who decides whether one should be trusted, and that judgement rests on understanding what the model was trained on and what it was asked to predict. This course builds that judgement. Delegates work through supervised and unsupervised learning in plain terms, framing a business question as a prediction problem, and the data required to answer it. Training, validation and the specific way models fool their builders are covered. Evaluation metrics follow, including why accuracy is misleading when outcomes are rare. Overfitting, drift and the reasons a model that worked stops working are addressed. Bias and fairness are covered concretely rather than abstractly. Interpreting model output for a decision maker follows. The course closes on working with data scientists and on knowing when the answer is not a model.

What you will learn

- Explain supervised and unsupervised learning in plain terms
- Frame a business question as a prediction problem
- Judge whether the available data can answer it
- Read evaluation metrics and see past accuracy
- Recognise overfitting, drift and model decay
- Examine bias and fairness in a specific model
- Interpret output for decision makers and know when not to model

Who should attend

- Business and financial analysts
- Data and reporting officers
- IT professionals moving into analytics roles
- Product and marketing analysts
- Graduate trainees in data related functions

Course outline

- 01 Deciding whether to trust a model
- 02 Supervised and unsupervised learning
- 03 Framing a prediction problem
- 04 The data the question requires
- 05 Training, validation and self deception
- 06 Metrics and the accuracy trap
- 07 Overfitting, drift and decay
- 08 Bias, interpretation and when not to model

Upcoming dates

Dates	Venue	Format	Fee per delegate
23 to 25 September 2026	Online	Online	R6,500
9 to 11 November 2026	Lagos, Nigeria	Classroom	USD 995
7 to 9 December 2026	Durban, South Africa	Classroom	R14,950
1 to 3 February 2027	Harare, Zimbabwe	Classroom	USD 995



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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