Begad Eleish
BE ANALYTICS · DATA DRIVEN STRATEGIST

TRAINING · OVERVIEW

Training Programs

Hands-on Power BI, data analytics and AI programs for teams, and personal upskilling for individuals, built around real data and business problems.

WHO IT IS FOR

- Analysts who build reports and dashboards
- Managers who need to read data and decide with it
- Executives who want a working grasp of analytics and AI
- Individuals upskilling for their next role

WHAT YOU GET

- Onsite, online or blended formats
- Real cases from your own data
- Programs for analysts, managers and executives
- Practice exercises and a final applied case

THE OUTCOME

Participants who can clean and model data, build dashboards that answer real questions and present the story behind the numbers.

HOW IT WORKS

1. **Discovery call**
   We agree on the goal, the audience and what success looks like.
2. **Proposal**
   Scope, format, timing and fees, tailored to your needs.
3. **Delivery**
   Hands-on and built around your context and data.
4. **Follow up**
   Next steps and a check on whether the goal was met.

WHY WORK WITH ME

- Delivered for ESLSCA University, EPEA, E-Youth and corporate teams in Egypt and Saudi Arabia. Microsoft Certified Trainer. Every engagement follows the same discipline: frame the decision, gather the evidence, re-test assumptions, find the root cause and measure the result.

Let's talk about your goals

Delivered in Arabic or English. Fees are quoted after a short discovery call.

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BE ANALYTICS · DATA DRIVEN STRATEGIST

TRAINING · PROGRAM CATALOGUE 1 OF 2

Programs I deliver

Tailored to your audience and built on real cases. Onsite, online or blended, in Arabic or English.

DATA ANALYTICS AND BUSINESS INTELLIGENCE

Data Analysis Using Excel and Power BI
PROFESSIONALS AND LEADERS
From cleaning and modelling data to interactive dashboards and a final case on a real business problem.

Power BI for Business Teams
ANALYSTS AND BUSINESS USERS
Power Query, data modelling, DAX and report design, so teams build and maintain their own reports.

Advanced Power BI: DAX and Data Modelling
EXPERIENCED POWER BI USERS
Star schemas, relationships, time intelligence and DAX patterns for reliable, fast reports.

SQL for Business Analysis
ANALYSTS AND REPORTING TEAMS
Querying, joining and aggregating data to answer business questions without waiting on IT.

Visual Analytics with Tableau
ANALYSTS AND MANAGERS
Building clear visual analyses and dashboards that show trends, comparisons and outliers.

Data Analytics Foundations
GRADUATES AND EARLY CAREER PROFESSIONALS
Practical Excel and Power BI projects that build job ready analysis skills.

MEASUREMENT AND REPORTING

KPI Design and Performance Measurement
MANAGERS, STRATEGY AND PLANNING TEAMS
Choosing a small set of measures with clear definitions, targets and owners that show early whether a plan works.

Dashboard Design and Data Storytelling
ANALYSTS AND REPORT BUILDERS
Designing dashboards people actually use and presenting the story behind the numbers.

Executive Reporting and MI for Governance Forums
RISK, FINANCE AND MANAGEMENT TEAMS
Headline first reporting for boards and committees: the conclusion, the risk and the decision needed.

FINANCE

Financial Modeling and Valuation
FINANCE, FP&A AND INVESTMENT PROFESSIONALS
Three statement models, forecasting, DCF valuation, and scenario and sensitivity analysis. Includes FMVA exam preparation.

Budgeting, Forecasting and Scenario Analysis
FP&A AND BUSINESS PLANNING TEAMS
Building driver based budgets and forecasts, and testing plans against best, base and worst cases.

Credit Analysis for Commercial Lending
CREDIT, RELATIONSHIP AND RISK TEAMS
Financial statement and cash flow analysis, loan structuring and risk rating for business borrowers.

Stress Testing and Scenario Analysis
RISK AND FINANCE PROFESSIONALS
Designing scenarios, measuring the impact on the portfolio and turning results into action.

Finance for Non-Finance Managers
MANAGERS OUTSIDE FINANCE
Reading financial statements and understanding the numbers behind a decision.

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TRAINING · PROGRAM CATALOGUE 2 OF 2

Programs I deliver

Risk, fraud, AI and strategy programs, each shaped around your sector and your own cases.

RISK, FRAUD AND COMPLIANCE

Fraud Risk Management
BANKING, FINTECH AND RISK TEAMS
Fraud typologies, prevention and detection controls, monitoring and the fraud risk lifecycle.

Fraud Investigation Essentials
INVESTIGATORS, RISK AND AUDIT TEAMS
Planning an investigation, gathering and documenting evidence, and reporting findings.

Fraud Analytics and Anomaly Detection
ANALYSTS AND FRAUD MONITORING TEAMS
Finding unusual patterns in transaction data with rules, statistics and machine learning.

Operational Risk: Assessment, Controls and KRIs
RISK OWNERS AND CONTROL FUNCTIONS
Inherent and residual risk scoring, control design review, KRIs and tolerance monitoring.

Risk Registers, Governance and Remediation
RISK, COMPLIANCE AND BUSINESS UNITS
Keeping a useful risk register, tracking control gaps to closure and reporting to governance forums.

Policies and Procedures that Work
RISK, COMPLIANCE AND OPERATIONS TEAMS
Writing clear policies and procedures that close control gaps without slowing the business.

Compliance and AML Essentials
FRONT LINE AND OPERATIONS STAFF
How compliance and anti money laundering controls work, and the red flags to escalate.

ARTIFICIAL INTELLIGENCE

AI Fundamentals for Business
NON-TECHNICAL PROFESSIONALS
What AI can and cannot do, practical everyday use cases and responsible use at work.

AI for Data Analytics and Decision Making
ANALYSTS AND MANAGERS
Using AI to speed up analysis and reporting while keeping human judgment on the decision.

AI Strategy, Transformation and Governance
LEADERS AND DECISION MAKERS
Where AI creates value, how to plan adoption, and the governance and controls it needs.

Working with Claude: AI Applications
PROFESSIONALS AND TEAMS
Hands-on use of Claude for research, writing, analysis and everyday work tasks.

STRATEGY AND TRANSFORMATION

Data Driven Decision Making
MANAGERS AND TEAM LEADS
Framing the right question, weighing evidence and turning it into a decision people act on.

Strategic Planning with Data
LEADERS AND PLANNING TEAMS
Setting goals, choosing measures and tracking a plan with the right KPIs.

Digital Transformation Essentials
LEADERS AND CHANGE TEAMS
Planning digital change around customer journeys, data and control, and measuring the result.

Project Management Essentials
PROJECT LEADS AND TEAM MEMBERS
Scoping, planning, tracking and closing projects with clear owners, risks and deadlines.

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