DIGITAL REGENESYS
Awakening Potential

IITPSA Accredited

DATA ANALYTICS
POWERED BY AI

INDUSTRY EXPERT FACULTY

AI-ENABLED CURRICULUM

LIVE ONLINE SESSIONS



TABLE OF CONTENTS

01 A Message From The Chairperson

02 IITPSA Accreditation: A Milestone For Excellence

03 About the Course

04 Course Benefits

06 Career Opportunities

07 Globally Recognised Certificate

08 Course Highlights

09 Who Should Enrol?

10 Learning Outcomes

12 Course Curriculum

18 Tools Covered In this Course

18 Course Fee

19 Our Global Network

19 Contact Us

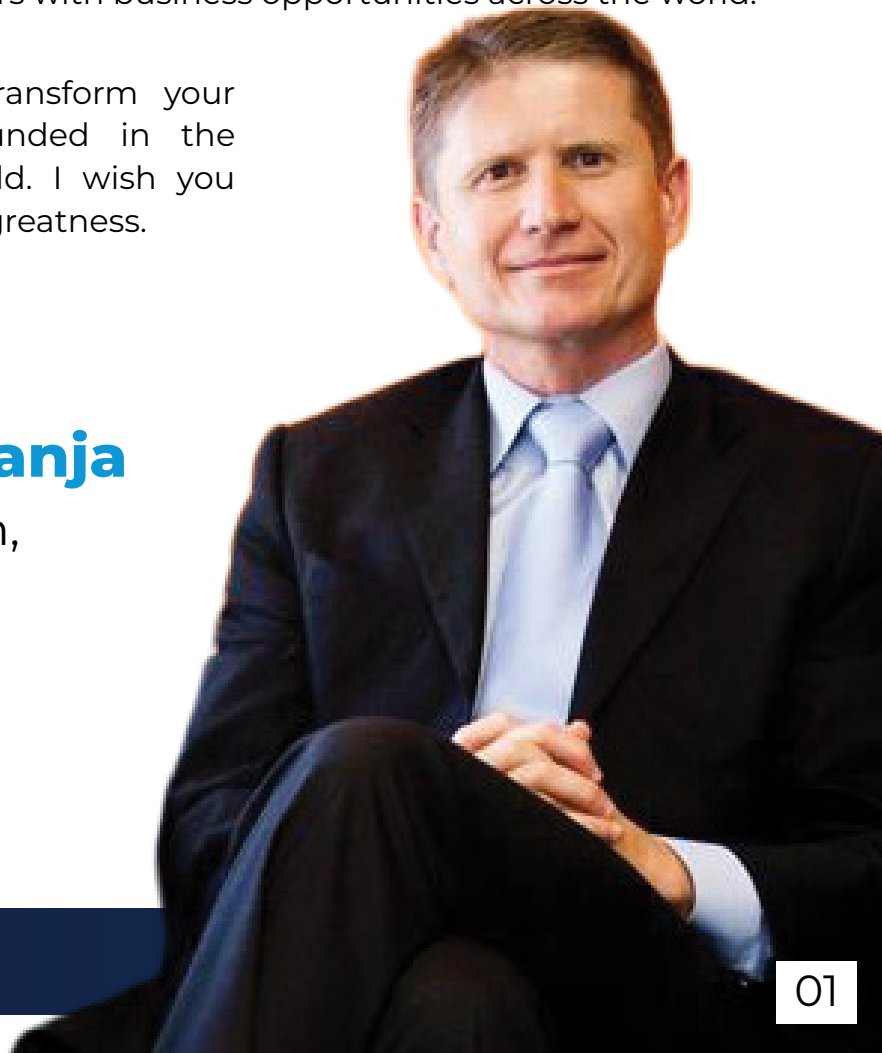
A MESSAGE FROM
THE CHAIRPERSON

I am delighted to welcome you to Digital Regenesys, part of the Regenesys Group. The purpose of Regenesys is to help individuals awaken their potential and achieve their dreams. New technologies, social media, and innovation have sparked a digital revolution that is rapidly changing the world. The digital revolution demands a new breed of professionals to succeed in the new digital world. To give you a competitive advantage, we have developed cutting-edge digital programmes in the areas of information technology and management. Our programmes are facilitated by leading experts, entrepreneurs, and academics from top local and international institutions.

Regenesys is a global education institute with a presence in South Africa, India, Nigeria, Kenya, Tanzania, Croatia, Botswana, Mauritius, Zambia, Zimbabwe & Uganda, delivering cutting-edge online and contact learning programmes. Over the past 25 years, Regenesys has educated more than 500,000 students from 180+ countries and delivered corporate education programmes to 1000 reputable local and multinational companies. The majority of them are large multinationals such as Mercedes-Benz, Microsoft, Coca-Cola, Barclays, and Samsung, to name a few.

Regenesys alumni occupy top leadership positions in multinational corporations and government institutions all over the world, and form a very influential alumni network that supports its members with business opportunities across the world.

Get inspired, energised, and transform your career with programmes grounded in the realities of the new digital world. I wish you success on your journey towards greatness.



- Dr Marko Saravanja
Founder & Chairperson,
Regenesys Education

IITPSA ACCREDITATION: A MILESTONE FOR EXCELLENCE

Regenesys Education is accredited by the Institute of Information Technology Professionals South Africa (IITPSA).

Established in 1957, IITPSA is South Africa's leading professional body committed to growth of ICT Professionals and ensuring IT courses are high-quality, job-ready, and meet industry standards.

Why Is IITPSA Accreditation Important?

IITPSA accreditation is a hallmark of quality, affirming that Regenesys Education meets the highest standards in curriculum design, faculty expertise, and industry alignment.

It ensures our courses are recognised locally and internationally, providing our students with a competitive edge in the job market.

What are CPD Points?

CPD, or "Continuous Professional Development" refers to structured learning activities aimed at improving professional knowledge, skills, and competencies.

PURPOSE:

To ensure professionals stay updated with the latest trends, tools, and best practices in their field.

To maintain and enhance professional standards and career development.

Gain 19 CPD points through our IITPSA-accredited Data Analytics Powered by AI, globally recognised for advancing careers and fostering professional growth, helping professionals meet annual requirements to maintain industry body memberships while enhancing their expertise.

ABOUT THE COURSE

The IITPSA-accredited Data Analytics Powered by AI course at Digital Regenesys is designed to build business-focused analytical skills efficiently. Awarding 30 CPD points upon completion, this course enables learners to choose from Basic, Advanced, or Full Course options. The Basic and Advanced levels are completed in 2-month each, and the Full Course in 4-month. Organised into two progressive levels, the course offers hands-on experience with key Data Analytics tools and insights into AI-integrated data analytics.

The Growing Impact of AI on Business and Careers:

- **68%** of South African businesses now use AI regularly in operations.
- **3× higher revenue per worker** is seen in organisations using AI globally.
- **Up to 56% higher wages** are earned by professionals with AI skills.
- **79% growth** in AI-related job postings over the past three years.



COURSE BENEFITS



GLOBALLY RECOGNISED CERTIFICATION

Earn an IITPSA-accredited professional certificate that proves your ability to create business value from data.



BUSINESS-FOCUSED ANALYTICS SKILLS

Become an expert data analyst by learning to interpret, visualise, and apply insights.



ADOPT A DATA-DRIVEN APPROACH

Develop a data-driven mindset to analyse trends, predict outcomes, and support strategies with evidence.



JOB-READY PRACTICAL KNOWLEDGE

Build practical skills through real business problems, dashboards, and Africa-relevant case studies across key industries.



COMPREHENSIVE LEARNING PATH

Progress from data literacy, Excel Analytics, and Power BI foundations to advanced visualisation, Predictive Analytics, and Power BI mastery.

HANDS-ON WITH INDUSTRY TOOLS

Receive practical training on Power BI, Excel, and statistical tools for dashboards and predictive analysis without programming skills.

DATA STORYTELLING MASTERY

Turn complex data into clear visual stories using impactful dasboards that influence decisions.

TAILORED FOR EMERGING MARKETS

Learn through Africa-focused case studies, resource efficient tools, and low-bandwidth-friendly content.

CAREER AND BUSINESS ADVANTAGE

Strengthen your impact across strategy, finance, operations, marketing analytics, ESG reporting, and entrepreneurship.

GUIDED MENTORSHIP AND PEER LEARNING

Learn with expert mentors and peers who support real-world application of analytics skills.



CAREER OPPORTUNITIES

- Data Scientist
- Business Intelligence Analyst
- Data Engineer
- Business Analyst
- Marketing Analytics Manager
- Financial Analyst
- Quantitative Analyst
- Risk Analyst
- Data Governance Analyst
- Data Visualisation Engineer



GLOBALLY RECOGNISED CERTIFICATE



Upon completion of the course, you will receive an IITPSA-accredited Data Analytics Powered by AI Certificate from Digital Regenesys, recognising your ability to analyse data and deliver AI-driven insights for better business decisions. This globally recognised certificate demonstrates your proficiency in business analytics, data visualisation and AI application in data analytics to solve real-world business challenges. It strengthens your professional profile and positions you as a job-ready analyst capable of driving performance, efficiency, and informed strategy across industries.

COURSE HIGHLIGHTS

Two-Level Learning Structure

that transforms learners from basic data users into confident, AI-enabled business decision-makers.

Level 1: AI-Enhanced Analytics

builds core skills in data visualisation and storytelling using tools such as Excel and Tableau.

Level 2: Advanced Analytics with AI Insights

focuses on Power BI, Predictive and Pre-scriptive Analytics, and AI-driven insights for business decision-making.

Business Value and ROI Focus

that bridges data analysis with real-world strategy, ensuring analytics is applied to decisions that deliver measurable business impact.

Hands-On, Practical Learning

through real business cases and applied projects that empower professionals to turn data into decisions and insights into action.



WHO SHOULD ENROL?

The Data Analytics Powered by AI course at Digital Regenesys is ideal for aspiring analysts, data professionals, managers using insights for decision-making, and students or graduates looking to build AI-enabled analytics skills.

- Junior and Mid-Level Professionals
- Managers and Team Leaders
- Marketing and Customer Insights Professionals
- Finance, Accounting, and Risk Professionals
- Operations and Supply Chain Professionals
- IT and Systems Professionals
- Entrepreneurs and Startup Founders
- Young Professionals motivated to upskill with AI-driven productivity tools
- University Students and Recent Graduates in business, technology, or analytics-related fields

LEARNING OUTCOMES

This **Data Analytics Powered by AI** course equips learners with the skills, tools, and analytical mindset needed to turn data into business value using AI. By the end of the course, participants will be able to:



Understand core concepts of AI-enhanced business analytics and how AI augments the analytics lifecycle.



Apply AI-powered techniques for data preparation, exploratory data analysis, and insight generation.



Use prompt engineering to interact with AI tools for analytics, visualisation, and reporting.



Create impactful visualisations, dashboards, and data stories using AI-supported tools such as Tableau and Power BI.



Apply predictive, prescriptive, and optimisation analytics techniques to support business decision-making.

Build, evaluate, and select predictive models using AI-enabled methods and performance metrics.

Use Power BI, DAX, and AI features to develop advanced dashboards and forecasts.

Apply ethical, responsible, and governance principles in AI and data analytics practices.

Solve real-world business problems through hands-on case studies and applied analytics projects.

Translate data insights into strategic recommendations that drive measurable business impact.



COURSE
CURRICULUM

LEVEL 1

AI-Enhanced Business Analytics Fundamentals and Visualisation

2 Hours (Each Session)

Foundation of AI-Powered Analytics

SESSION 01

AI-Augmented Analytics Foundation

SESSION 02

Fundamentals for Analysts powered by AI

SESSION 03

AI-powered Data Lifecycle

SESSION 04

Conversational Data Prep

Trends and Patterns Powered by AI

SESSION 05

EDA with AI

SESSION 06

Advanced EDA

Prompt Engineering for Analytics

SESSION 07

Prompt Engineering for basics

SESSION 08

Prompt Engineering: Deep Dive

Storytelling with Data with AI-Integrated Tools

SESSION 09

Visualisation with AI

SESSION 10

Visualisation Best Practices

SESSION 11

Storytelling with AI

SESSION 12

AI-based Presentation Design

Tableau

SESSION 13

Tableau with AI

SESSION 14

Tableau Automation

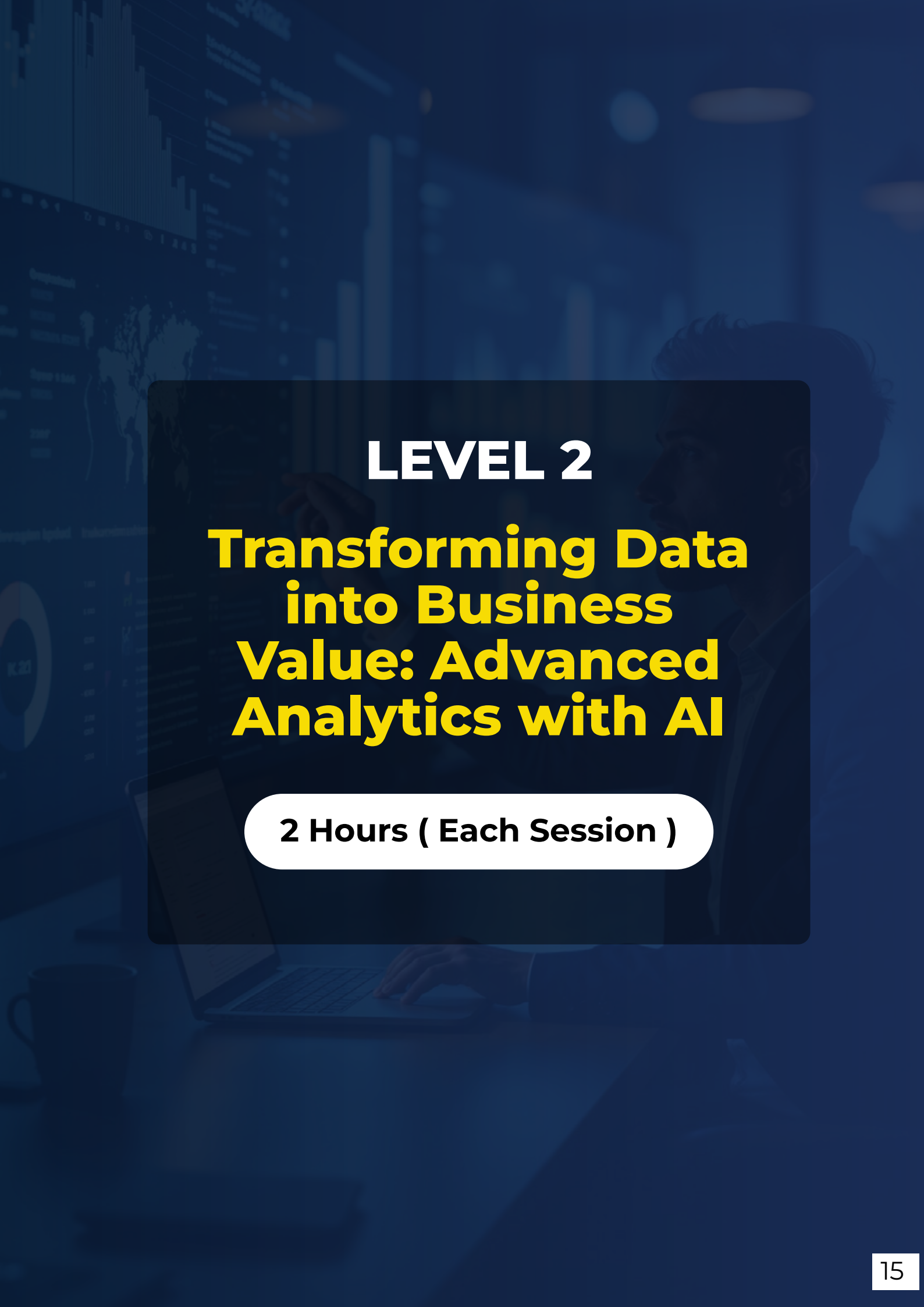
SESSION 15

Tableau Visuals

SESSION 16

Tableau Dashboards





LEVEL 2

Transforming Data into Business Value: Advanced Analytics with AI

2 Hours (Each Session)

Predictive Analysis - AI-Enabled Cases

SESSION 01

Types of predictive models using AI

SESSION 02

Regression Basics using Excel and Copliot

SESSION 03

Classification using Excel and Copliot

SESSION 04

Model selection

Prescriptive Analysis and AI-Enabled Cases

SESSION 05

Prescriptive Analytics

SESSION 06

Model Validation AI

SESSION 07

Prescriptive Analytics

SESSION 08

Optimisation with AI



Power BI with AI

SESSION 09

Power Basics

SESSION 10

Power BI AI Features

SESSION 11

Forecasting with AI

SESSION 12

Power BI with DAX

SESSION 13

Power BI with DAX

AI Ethics in Analytics

SESSION 14

Foundations & Core Principles, including Global Practices

SESSION 15

Governance, Regulation & Practical Frameworks

Introduction to AI

SESSION 16

Overview of ChatGPT, Claude, Gemini and Perplexity

TOOLS COVERED IN THIS COURSE















COURSE FEE

South Africa	Tanzania	Uganda	Nigeria	Kenya
R37,100	TSh3,878,600	UGX4,830,700	₦2,009,600	Ksh198,708

India	USA	Botswana	Namibia	Zimbabwe
₹185,500	$2,069	P32,832	$33,390	ZWG50,591

Zambia	Mauritius	Lesotho	Eswatini
ZMW46,124	MURs103,631	LSL37,100	SZL37,100

OUR GLOBAL NETWORK

We Have Students Thriving in over 180 countries, Supported By Our Offices In Eleven Key Locations Worldwide!



CONTACT US

SOUTH AFRICA:
165 West Street, Sandton Johannesburg,
South Africa

KENYA:
1203, 12th Floor, GTC Office Tower Intersection
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Toure Drive, Masaki, Dar Es Salaam, Tanzania.

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Botswana

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Jason Moyo Avenue, CBD Harare, Zimbabwe

NIGERIA:
8th Floor, Churchgate Tower 2 PC 31,
Victoria Island, Lagos, Nigeria.

INDIA:
Proxima Building, Unit 1101, 11th Floor, Plot 19,
Sector 30A, Vashi, Navi Mumbai, India. 400705

UGANDA:
2nd Floor, Wing A, Mirembe Business Center,
Plot 46, Lugogo Bypass, Kampala P.O. Box 75391

ZAMBIA:
Sunshare Towers, Plot 15585, Olympia,
1 Katima Mulilo Rd, Lusaka 10101, Zambia

MAURITIUS:
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Moka, Mauritius