

Turning Data into Business Growth

Turn data into actionable insights that drive smarter decisions, optimise performance, and fuel sustainable business growth



Programme date

October 12, 2026



Mode of delivery

Hybrid



Duration

5 days



Fee

₦950,000

Excluding VAT

Overview

Data is the most powerful asset in modern business, yet many organisations struggle to turn it into actionable insight. “Turning Data into Business Growth” teaches leaders how to collect, analyse, and interpret data to make smarter strategic decisions. Participants learn how to identify growth opportunities, optimise operations, and deliver better customer experiences through data-driven strategies. Using real-world examples, hands-on exercises, and practical frameworks, the programme empowers leaders to transform information into measurable business outcomes and sustained growth.

“Turning data into business growth” equips leaders with practical tools to harness data, uncover insights, and make informed decisions that drive revenue, improve performance, and create competitive advantage.

Learning Objectives and Benefits

- Transform raw and unstructured data into meaningful insights that support business growth
- Build strong data interpretation skills to enable confident, evidence-based decision-making
- Identify emerging trends and uncover new market and revenue opportunities
- Optimise business operations by improving efficiency, cost control, and performance tracking
- Enhance customer experiences through better understanding of customer behaviour and needs
- Design and implement data-driven strategies that deliver measurable and sustainable results

Who Should Attend

- Senior executives and business leaders
- Strategy and operations managers
- Professionals leading growth or digital transformation initiatives
- Decision-makers seeking data-driven insights for better performance
- Individuals looking to unlock new revenue through smarter use of data

For More Information, Contact:

OLUWAKEMI MFON-BASSEY
+234 808 672 6686
omfon-bassey@lbs.edu.ng

AFOLABI OYEWUNMI
+234 701 990 0756
aoyewunmi@lbs.edu.ng

TOBA OLUGOSI
+234 708 007 0553
Tolugosi@lbs.edu.ng

FLORENCE DICK
+234 708 609 5194
fdick@lbs.edu.ng, excedsales@lbs.edu.ng