Level *Up*

MASTER YOUR DIGITAL SKILLS

Analyse the Future: Data and Artificial Intelligence in Business Development

George Malekkos, Software Innovation Architect, CEO
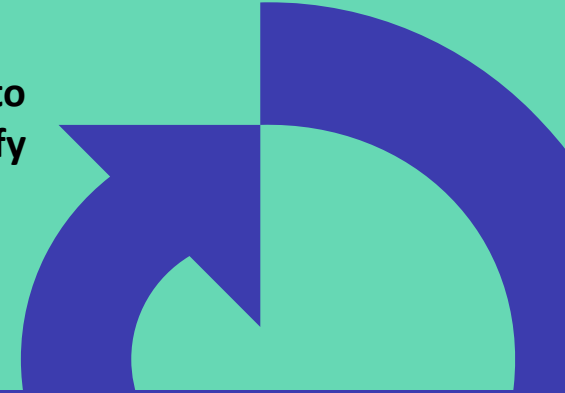**Chryso Mousikou**, BI Analyst
Powersoft Computer Solutions Ltd

COURSE OVERVIEW

The course aims to familiarise professionals from various fields with data analysis and its importance in modern business strategy.

Through examples and practical applications, participants will gain insights into how Data Analysis and Artificial Intelligence can enhance decision-making, identify new opportunities, and improve overall business performance.

OUR GOALS

1. Provision of tools and knowledge for understanding and applying data analysis and Artificial Intelligence in businesses.

2. Understanding consumer trends to develop data-driven strategies.

3. Learning data preparation processes for future use in analyses.

4. Enhancing the accuracy and efficiency of forecasts through proper data analysis and management.

COURSE DESCRIPTION

The course will equip you with knowledge of Data Analysis and the proper use of Artificial Intelligence to enhance strategies and forecasts in your business.

Main topics

- **Fundamental principles of data analysis**
- **The influence of data on business strategy**
- **Applications of Power BI in data visualisation**
- **Artificial Intelligence and trend forecasting**
- **Data preparation for future use in analysis**
- **Future trends in data analysis and Artificial Intelligence**

COURSE INFO

Location	**Zoom**
Date	**12 February 2025**
Time	**10:00 – 13:00 CET** **(11:00 – 14:00 Cyprus time)**
Duration	**3 hours**
Cost	**Free, participation is fully funded** **by the European Union,** **under the Level Up Project**

George Malekkos

George Malekkos is a Software Innovation Architect, CEO, and Founder of Powersoft Computer Solutions Ltd, a company that has won multiple awards, including two gold awards for computerised accounting and the innovation award from the Cyprus Employers and Industrialists Federation (OEB).

He is a member of the Cloud Standards Customer Council (CSCC) and serves as the Vice President of CITEA (Cyprus Information Technology Enterprises Association).

Specialising in cloud computing and digital transformation, George is also an instructor at all major universities in Cyprus, teaching the course "Computerised Accounting." Additionally, he has participated in numerous European projects.

Moreover, he acts as a mentor and judge in start-up and innovation competitions both in Cyprus and internationally. Recently, he served as a national expert for the World Summit Awards (WSA), an international digital innovation organisation with participants from 180 countries.

Chryso Mousikou

Chryso Mousikou is a professional with a strong background in data analysis and business intelligence.

She has extensive experience and expertise in her role as a Business Intelligence Analyst at Powersoft Computer Solutions.

Holding a Master's degree in Data Analytics from UCLan University and a Bachelor's degree in Business Administration and Finance from the University of Cyprus, she has demonstrated her ability to leverage data for strategic decision-making and business growth.

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