Garnet
GLOBAL TRAINING CENTER

GGT-GI-136
Course brochure

GIS, Geospatial & Remote Sensing

Location Intelligence and Business GIS

ذكاء الموقع ونظم المعلومات الجغرافية للأعمال

Duration	Format	Language	Level
5 days (35 h) or 10 days (70 h)	**Classroom / online / in-house**	**English or Arabic**	**Intermediate**

Overview

Location Intelligence and Business GIS is a practical GIS, Geospatial & Remote Sensing program. Use location analytics for retail, banking, logistics and marketing decisions. Every day pairs short theory sessions with hands-on exercises on real data and case studies, so participants leave with methods and templates they can use at work straight away. Join a public session in one of 20 cities or live online, in English or Arabic, or run it in-house with examples from your own projects.

What you will be able to do

- Apply location intelligence concepts at work.
- Apply geocoding customers and assets at work.
- Apply trade areas and market penetration at work.
- Apply site selection and network optimisation at work.
- Apply BI integration (Power BI, ArcGIS for Power BI) at work.

Who should attend

GIS analysts and technicians, surveyors, planners, engineers, environmental specialists and managers who use spatial data.

5-day outline

Day 1 — **Location intelligence concepts**
- Worked examples from real projects
- Practical workshop

Day 2 — **Geocoding customers and assets**
- Tools, templates and best practice
- Case study and group discussion

Day 3 — **Trade areas and market penetration**
- Concepts, methods and standards
- Hands-on exercise

Day 4 — **Site selection and network optimisation**
- Worked examples from real projects
- Practical workshop

Day 5 — **BI integration (Power BI, ArcGIS for Power BI)**
- Tools, templates and best practice
- Capstone exercise and action plan

10-day option: adds Advanced methods and tools, Industry case studies, Integration with other systems and data, Quality, standards and governance, Capstone project and presentation.

Fees per participant

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house at your premises	**Quotation per group**

Fees exclude VAT and include materials and the certificate of completion; classroom fees include lunch and refreshments.

Certificate

Certificate of completion stating 35 or 70 contact hours for participants who attend at least 90% of sessions and pass the final assessment.

Upcoming sessions

Dates	Format	City	Language
28 Feb – 4 Mar 2027	5-day classroom	Doha	Arabic
8–12 Mar 2027	5-day classroom	Dubai	English
2–13 May 2027	10-day classroom	Riyadh	English
24–28 May 2027	5-day online	Live online	Arabic
20–24 Mar 2028	5-day classroom	Istanbul	English
30 Apr – 4 May 2028	5-day classroom	Manama	English

Full schedule to 2030 on the course page. We can also run it on your dates, in your city or in-house.

Register or ask
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