BUSINESS ANALYTICS: DATA-INFORMED DECISION-MAKING

LOCATION
Live Online

PRICE
$4,500

WHO SHOULD ATTEND
This program is designed for middle managers or higher who have a holistic view of their companies and are responsible for making business decisions based on data insights. Participants should understand use cases and recognize opportunities. Often these candidates have abundant data but may not know how to leverage it.

PROGRAM POINTS
◤ High-level overview of descriptive, predictive, and prescriptive analytics.
◤ Differences between data science, data analytics, and artificial intelligence.
◤ Use-cases for data analytics in your organization Artificial intelligence's connection to data analytics.

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Harness the power of data to solve complex business problems.

Superior analytic capability spells competitive advantage—and success. With today's ubiquity of data, every organization needs leaders who can understand the impact of data, harness it for effective use, interpret analysis, and successfully lead teams of analysts.

Whether you need to identify pain points, streamline processes, increase productivity, or focus on the future to identify potential areas for growth and innovation, discover how data analytics can lead the way. This program will equip you with not only a deeper understanding of the tools and techniques available, but an ability to identify potential use cases in your own organization, and importantly, to clearly convey insights garnered to executive stakeholders —driving implementation and results.

Through an introduction to the descriptive, predictive, and prescriptive levels of analytics, learn from renowned Carnegie Mellon University faculty—leading experts with cutting edge knowledge and a focus on application and results. Highlighted applications and use cases include customer churn, logistics, and people analytics. Walk away with tools to build an organization and team fluent in data analysis, ready to harness the power of data for advanced business insights.

Key Takeaways
◤ Identify what business problems are amenable to data analytics and how to transform organizational data into actionable insights
◤ Increase familiarity with data analytics techniques and the ability to choose the appropriate tool for solving a problem with data
◤ Ensure your organization is collecting the right data and has the appropriate organizational alignment for successful implementation
◤ Recognize how to use data analytics to innovate and improve operational efficiency
◤ Understand the future potential of data analytics, including artificial intelligence

FEATURED FACULTY:
WILLEM-JAN VAN HOEVE
Willem-Jan is the Carnegie Bosch Professor of Operation at the Tepper School of Business, Carnegie Mellon University. His research focuses on developing new methodologies for mathematical optimization, data mining, and machine learning, with applications to network design, scheduling, vehicle routing, health care operations, and analytical marketing.
Read his bio