

# LEADING WITH BIG DATA AND ANALYTICS FROM INSIGHT TO ACTION

SAMPLE SCHEDULE

Eric Anderson, Academic Director

Florian Zettelmeyer, Academic Director

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
MORNING SESSION(S)		<p><b>Exploring and Describing Data with Visualization</b></p> <p><i>Practice Cases:</i> <b>Exploring and Describing Data with Visualization</b></p>	<p><b>What to Do When True Experiments Are Not Possible</b></p> <p><i>Practice Case:</i> <b>What to Do When True Experiments Are Not Possible</b></p>	<p><b>Prescriptive Analytics</b></p> <p>Prescriptions and the Problem of Causality</p> <p>Optimizing with Analytics</p>	<p><b>Part 4: APPLYING ANALYTICS TO YOUR BUSINESS</b></p> <p><i>Presentations: Action Learning Projects</i></p> <p><i>Wrap Up: How Organizations Succeed Using Big Data and Analytics</i></p>
LUNCH					
AFTERNOON SESSION(S)	<p><b>1. Why Analytics is Every Leader's Problem</b></p> <p>Welcome and Motivation</p> <hr/> <p><b>2. How a Working Knowledge of Data Science Drives Business Value</b></p> <p>A Primer on Big Data and Analytics Concepts</p> <p><b>Descriptive Analytics</b> The Power of Visualization</p>	<p><b>Inferential (diagnostic) Analytics</b></p> <p>How to Tell Good Analytics from Bad Analytics</p> <p>Why Experiments are the Foundation of Analytics</p> <p><i>Practice Case:</i> Experimentation</p> <p>Experimentation in Practice</p>	<p><i>Group Presentations:</i> <b>What to Do When True Experiments Are Not Possible</b></p> <p><b>Predictive Analytics</b></p> <p>How Predictions Work</p> <p><i>Practice Case:</i> Predictions</p>	<p><b>Part 3: HOW TO BUILD ORGANIZATIONAL MUSCLE IN ANALYTICS</b></p> <ul style="list-style-type: none"> <li>• Best Practice Case</li> <li>• How to Organize for Analytics</li> <li>• How to Manage Advanced Analytics Talent</li> <li>• Tackling Privacy and Ethics</li> </ul>	
DINNER					
EVENING SESSION	<p><b>Optional tutorial: Visualization using Tableau</b></p>	<p>Optional Evening Speaker Series</p>	<p>Free Evening</p>	<p><b>Individual preparation and faculty office hours: Action Learning Projects</b></p>	