

# Leading With Advanced Analytics and Artificial Intelligence

**Creating business value through data science**

**In-person**

April 15–18, 2024

Sept. 9–12, 2024

\$11,100\*

Leveraging big data, business analytics and artificial intelligence (AI) to deliver solutions to complex challenges is not solely the responsibility of technology and data science specialists. Rather, it's the responsibility of organizational leadership to understand and direct these approaches to achieve their business goals.

This program is designed to help senior leaders effectively manage and seize opportunities in the new environment of advanced analytics. Participants will gain a working knowledge of data science, enabling leaders to identify the challenges that analytics, machine learning and AI can solve. It will also help them make the most effective investments in people, data, systems, culture and organizational structure. Led by world-class Kellogg faculty and former C-suite practitioners who have worked with organizations that have successfully scaled analytics, this cutting-edge program delivers sophisticated material in an accessible, easy-to-understand format.

**“Although I have been immersed in analytics for some years now, this program helped me take a step back and look at analytics from a leadership perspective. Great program and great delivery by the faculty.”**

ANALYTICS MANAGER, CARGILL, INC.

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## Key benefits

- Identify the business challenges that can benefit from analytics and AI
- Distinguish between good and bad analytics
- Learn to ask the right questions and challenge assumptions of analytics and AI
- Utilize data, analytics and AI to drive successful business outcomes
- Gain the leadership confidence to stay ahead of a rapidly changing marketplace

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## Who should attend

- Leaders who want to scale analytics and AI in their organization
- Senior leaders who want to build a culture of data-driven decision-making
- Functional leaders in areas such as marketing, finance and other operational areas who would benefit from a better understanding of how to leverage analytics and AI in decision-making
- Data scientists who want to learn how to create business value with analytics and improve communication with non-technical managers

Learn more and apply: [kell.gg/kxanalytics](https://kell.gg/kxanalytics)

\* Your in-person program fee includes accommodations, meals and course materials. Dates and program fees are subject to change.

## Program content

### Why analytics needs you and why you need analytics

- Understand why analytics is every leader's problem
- Judge what good analytics looks like
- Identify where analytics adds value

### The Kellogg analytics framework

- Understand exploratory, predictive and causal analytics
- Learn to link analytics with strategy and business objectives
- Develop strategic versus reactive analytics initiatives

### How to distinguish good from bad analytics

- Gain insight into what can and cannot be learned from the underlying data that is used to produce the analytics
- Understand the data generation process

### Creative gaming simulation

- Run your own prediction using predictive analytics to understand how better data yields better predictions
- Launch your own experiment utilizing an experimental methods framework
- Understand how advanced machine learning and AI models generate business value

### CPE simulation

- Design and launch your own business campaign, then evaluate its success using analytics
- Learn how good planning leads to good analytics

### Growth and scaling with artificial intelligence

- Understand the AI ecosystem
- Build AI teams
- Understand advanced predictive analytics: machine learning and AI

### How to build organizational muscle in analytics

- Overcome barriers to scaling analytics
- Learn to manage and develop analytics talent

### How to apply analytics to your business

- Leverage action learning projects for greater insight
- Discover how successful organizations utilize data and analytics

## The faculty

Kellogg has brought together its foremost experts on big data to guide you through this learning experience. As thought leaders, consultants and dedicated teachers, they will help you gain the knowledge and insight you need to leverage data analytics to create value and ignite growth.

### Eric Anderson

Co-Academic Director;  
Polk Bros. Chair in Retailing;  
Professor of Marketing; Director  
Kellogg-McCormick MBAi

### Florian Zettelmeyer

Co-Academic Director; Nancy  
L. Ertle Professor of Marketing;  
Faculty Director, Program on  
Data Analytics at Kellogg

*Please note:  
Faculty is subject to change.*



### Your learning experience

Whether you choose to join us in-person or participate in our dynamic live virtual programs, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

*\*When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:  
[kell.gg/kxanalytics](https://kell.gg/kxanalytics)

Consult with an Advisor:  
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