Leading with Big Data and Analytics

Past Participant Profile

Top Five Countries

- United States: 43%
- China: 21%
- Japan: 8%
- Brazil: 4%
- Switzerland: 3%

North America: 77%
South America: 5%
Europe: 12%
Asia: 5%
Africa: 1%
Australia: 1%

Top Five Industries

- Services: 22%
- Manufacturing: 15%
- Finance, Insurance, and Real Estate: 10%
- Wholesale Trade: 6%
- Retail Trade: 6%

Top Five Job Functions

- General Management: 14%
- Information Systems/Technology: 6%
- Business Development: 4%
- Sales: 3%
- Entrepreneurial/Owner: 2%

Management Levels

- Senior: 37%
- Middle: 31%
- Top: 18%

Northwestern | Kellogg