

LEADING WITH BIG DATA AND ANALYTICS FROM INSIGHT TO ACTION

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SAMPLE SCHEDULE

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