Leading with Big Data and Analytics
From Insight to Action

EXECUTIVE SUMMARY

Big data and analytics are not a technology or data science problem; they’re a leadership problem that can and must be solved by leaders. Executives equipped with a working knowledge of data science can massively improve marketing, create operating efficiencies, build new business models, disrupt the competitive status quo of industry and spark innovation.

This cutting-edge program delivers sophisticated material in an easy-to-understand, accessible, yet rigorous way. You’ll come away equipped with the knowledge you need to seize opportunities that data analytics presents, tools required to put data to practical use, skills essential to hire and manage data scientists effectively, and insights to leverage analytics for increased efficiency, productivity or new business opportunities.

This program not only builds participants’ individual capabilities, but also teaches how to build organizational capabilities in analytics and big data. Both of these capabilities are needed to make analytics transformational.

“This is an excellent hands-on program with outstanding faculty. The subject matter is relevant to organizations large and small. Participants learn ways to have confidence in data, practical ways to organize a strategic plan and implement data analytics practices, and how to be more confident in managerial decision-making.”

President, Conroy Media, Ltd.

EXECUTIVE EDUCATION
LEADERSHIP

Consult with an Executive Development Advisor
execed@kellogg.northwestern.edu
847.467.6018

Kelle.g/kxanalytics

SEPTEMBER 17–21, 2018 // $8,900
APRIL 15–19, 2019 // $9,800
SEPTEMBER 16–20, 2019 // $9,800

Your program fee includes accommodations, meals, course materials and access to a fitness center. Program fee is subject to change.

KEY BENEFITS
• Distinguish between good and bad analytics
• Jump-start organizational capabilities in analytics
• Climb the analytics maturity curve from descriptive over predictive to reach prescriptive analytics
• Assemble the team and resources needed to drive data analytics
• Leverage data analytics for confident decision-making

WHO SHOULD ATTEND
• Senior leaders who are responsible for the big data and analytics organization in their company
• Functional leaders in areas such as marketing, finance and other operational areas who would benefit from a better understanding of how to use big data and analytics in decision-making

NEXT STEPS
Learn more and apply
kelle.g/kxanalytics
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PROGRAM CONTENT HIGHLIGHTS

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
• Lead with confidence

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
• Learn how to check for “junk science”
• Study the four core questions of good data analytics

Moving Up the Analytics Maturity Curve
• Understand the difference between descriptive, predictive and prescriptive analytics
• Recognize how predictive and prescriptive analytics can help solve key business problems

THE FACULTY

Florian Zettelmeyer
Academic Director; Nancy L. Ertle Professor of Marketing; Faculty Director, Program on Data Analytics at Kellogg (PDAK)

Eric T. Anderson
Academic Director; Hartmarx Professor of Marketing; Chair of Marketing Department; Director, Center for Global Marketing Practice

Steven Franconeri
Professor of Cognitive Psychology, Weinberg College of Arts and Sciences

Eric Leininger
Clinical Associate Professor of Marketing; Associate Director, Center for Market Leadership; Associate Director, Kellogg Markets and Customers Initiative

Tom O’Toole
Clinical Professor of Marketing, Senior Fellow

YOUR LEARNING ENVIRONMENT
The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

NEXT STEPS
Learn more and apply kell.gg/kxanalytics
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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.
# Leading With Big Data and Analytics

**From Insight to Action**

*Eric Anderson, Academic Director*

*Florian Zettelmeyer, Academic Director*

## Sample Schedule

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
<th>DAY 5</th>
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<tbody>
<tr>
<td><strong>MORNING SESSION(S)</strong></td>
<td>The Power of Visualization</td>
<td><em>Debrief</em>: Experimentation</td>
<td>Analytics in Practice</td>
<td>Best Practice Case: United Airlines</td>
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<td>Implementing Good Descriptive Analytics: Visualization</td>
<td>What to Do When True Experiments Are Not Possible</td>
<td>Bridging Predictive and Prescriptive Analytics</td>
<td>4. Applying Analytics to Your Business</td>
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<td><em>Practice Case</em>: What To Do When True Experiments Are Not Possible</td>
<td>Advanced Predictive Analytics: Machine Learning</td>
<td>Presentations: Action Learning Projects</td>
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<td><strong>LUNCH</strong></td>
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<td>Wrap Up</td>
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<tr>
<td><strong>MORNING SESSION(S)</strong></td>
<td>1. Why Analytics is Every Leader’s Problem</td>
<td>Prescriptive Analytics</td>
<td>Debrief: What To Do When True Experiments are Not Possible</td>
<td>Linking Analytics with Actions</td>
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<td>Welcome and Motivation</td>
<td>Planning and Implementing Good Prescriptive Analytics: Experiments</td>
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<td>Analytics Using Social and Other Unstructured Data</td>
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<td>2. How a Working Knowledge of Data Science Drives Business Value</td>
<td><em>Practice Case</em>: Predictive Analytics</td>
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<td>3. How to Build Organizational Muscle in Analytics</td>
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<td>The Analytics Framework</td>
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<td>Scaling Analytics</td>
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<td>Descriptive Analytics</td>
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<td>A Primer on Big Data and Analytics</td>
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<td><strong>DINNER</strong></td>
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<tr>
<td><strong>EVENING SESSION</strong></td>
<td>Optional tutorial: Visualization using Tableau</td>
<td>Optional SPARK Series</td>
<td>Free Evening</td>
<td>Individual preparation and faculty office hours: Action Learning Projects</td>
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