Leading with Advanced Analytics and Artificial Intelligence*  
Creating Business Value through Data Science

EXECUTIVE SUMMARY

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 experienced in working with senior executives and organizations who have successfully scaled analytics in their organizations, this cutting-edge program delivers sophisticated material in an accessible, easy-to-understand format that is immediately applicable to real-world practice.

* Program formerly known as Leading with Big Data and Analytics

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

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

NEXT STEPS

Learn more and apply kell.gg/kxanalytics
Consult with an Executive Development Advisor execed@kellogg.northwestern.edu 847.467.6018
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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

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
• Learn how to check for “junk science”
• Study the four core questions of good data 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
• How to manage analytics talent
• Develop a customer-centric view that guides analytics throughout your organization
• Learn how leading organizations create career development paths for analytics talent

How to Apply Analytics to Your Business
• Leverage action learning projects for greater insight
• Discover how successful organizations utilize data and analytics

“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.

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.

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847.467.6018

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 & Customers Initiative

Tom O'Toole
Clinical Professor of Marketing, Senior Fellow

Please note: Faculty is subject to change.

SPECIAL FEATURE
Each participant receives faculty and peer feedback on a current business challenge related to leading analytics and AI in their organization.
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ACADEMIC DIRECTOR: Eric Anderson and Florian Zettelmeyer

Consult with an Executive Development Advisor:
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SAMPLE SCHEDULE

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<td>Avoiding Pitfalls</td>
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<td>Causal Analytics</td>
<td>Bridging Predictive and Causal Analytics</td>
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<td>1. Why Analytics is Every Leader’s Problem</td>
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<td>The Power of Experiments</td>
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<td>The Analytics Framework</td>
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<td>Optional: Machine Learning Deep Dive</td>
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<td>Individual Presentation and Faculty Office Hours: Action Learning Projects</td>
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