Leading with Big Data and Analytics

Past Participant Profile

Top Five Countries

- United States: 63%
- Brazil: 7%
- Canada: 3%
- India: 3%
- Mexico: 2%

Top Five Industries

- Services: 19%
- Health and Pharmaceuticals: 12%
- Communications: 7%
- Educational: 6%
- Finance, Insurance and Real Estate: 6%

Top Five Job Functions

- Marketing: 21%
- General Management: 10%
- Information Systems/Technology: 8%
- Government: 8%
- Consulting: 7%

Management Levels

- Middle: 41%
- Senior: 28%
- Top: 24%

Northwestern | Kellogg