

Leading With Advanced Analytics and Artificial Intelligence

Creating Business Value Through Data Science

ACADEMIC DIRECTORS: Eric Anderson and Florian Zettelmeyer

TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

	DAY 1: Monday	DAY 2: Tuesday	DAY 3: Wednesday	DAY 4: Thursday	DAY 5: Friday
8:30am - 9:45am CT	Introductions Why AI and Analytics are a Leadership Issue Leininger, Anderson, Zettelmeyer	Using Experiments to Create Business Value Anderson, Zettelmeyer	Predictive Models Intro to Machine Learning and Neural Networks Anderson, Zettelmeyer	AI Bias What to Do When You Can't Run True Experiments Anderson, Zettelmeyer	8 Steps for Planning AI and Analytics Anderson, Zettelmeyer
10:00am - 11:00am CT	A Framework for AI and Analytics Anderson, Zettelmeyer	Experiment Simulation Part 1 Anderson, Zettelmeyer	Predictive Analytics Simulation: Creative Gaming Part 1 Anderson, Zettelmeyer	Quasi-Experiment Simulation: CPE Case Anderson, Zettelmeyer	Challenges with Building Organizational Muscle in AI and Analytics Anderson, Zettelmeyer
11:15am - 12:30pm CT	Distinguishing Good from Bad Analytics Anderson, Zettelmeyer	Experiment Simulation Part 2 Anderson, Zettelmeyer	Predictive Analytics Simulation: Creative Gaming Part 2 Anderson, Zettelmeyer	Case Debrief Bridging Predictive and Causal Models Anderson, Zettelmeyer	Best Practices with Building Organizational Muscle in AI and Analytics Anderson, Zettelmeyer

Learn more and apply:
kell.gg/kxanalytics

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