LEADING WITH DATA: BUSINESS ANALYTICS FOR EXECUTIVES

Leading With Data:
Business Analytics For Executives

The Economist describes data as 'the world's most valuable resource'. Businesses in all industries are gaining competitive advantage through more effective and innovative use of data, advanced analytics and data visualisation to improve their understanding of their business, customers, and competitors.

This interactive workshop will introduce data science and business analytics and provide a practical grounding in key data science concepts. Participants will be guided through some of the latest cutting-edge tools and techniques and will have the opportunity to try these out in our computer laboratory.

Throughout the course, technical concepts will be applied to real business issues. This will allow participants to explore how data can be used for business benefit, and spark ideas about how it could be used in their business. The course will explore the key strategic and operational aspects associated with data science including building a team, data strategy, resources and capabilities, and how firms can use data to gain competitive advantage.

The workshop is delivered by Dr Byron Graham. Dr Graham holds a PhD in innovation and has worked as a data science consultant in industry and healthcare informatics. He specialises in helping businesses gain practical benefits from data.

Who is the programme for?
Business managers and leaders across all business functions. No specialist expertise is necessary.

Outcomes:

✔ Understand key business analytics concepts.

✔ Understand the key tools and techniques in business analytics.

✔ Explore the role of data in strategic and operational decision making.

Course Outline:

This two-day session will cover:

✔ Introduction to business analytics

✔ Data acquisition and storage

✔ Data visualisation

✔ Predictive and prescriptive analytics and other emerging technologies

✔ How can my business benefit?

Each topic will focus on business applications, potential benefits and practical examples.

How to get more information

Visit our website for the latest availability, dates and fees:
www.leadershipinstitute.co.uk or contact us on 028 9097 4394
or e-mail: leadershipinstitute@qub.ac.uk