Business Analytics: Leveraging the Power of Data

Scheller College of Business
Georgia Institute of Technology
Atlanta, GA

Spring 2016

PROGRAM DATES
May 10 & 11, 2016
Why Learn Business Analytics at Georgia Tech Scheller?

Today’s high-tech, increasingly inter-connected world provides organizations access to large amounts of data on clients, customers, competitors, and partners. What distinguishes stellar businesses from their counterparts is the ability to analyze and leverage this “big data” into strategic, actionable plans critical to a firm’s viability in a highly dynamic and ever-changing marketplace.

Georgia Tech Scheller’s Business Analytics: Leveraging the Power of Data provides participants a deeper understanding and a pragmatic hands-on approach to the processes necessary to analyze raw data, extract key facts, develop decisive insights, and capitalize on effective, evidence-based decisions. This program teaches you how to turn analytics into action and leverage an organization’s data to improve customer loyalty, drive innovation, and increase productivity.

The Georgia Tech Difference

Expertise
Georgia Tech Scheller professors are industry experts with extensive real-world experience. Selected for their subject expertise, cutting-edge research, depth of knowledge, and approachable teaching skills in the classroom, Scheller professors take you beyond theory to hands-on application in the workplace. Over 70% of our Executive Education faculty consult for Fortune 500 companies. Their expertise and real-time experience bring the latest trends, research, and business acumen from the business world to you.

Application
At Georgia Tech Scheller, we employ learning experiences that translate to real-world application. Executive Education programs emphasize the implementation of practical approaches and actionable tools that can easily assimilate into the workplace.

Reputation
Georgia Institute of Technology is world-renown for its broad academic strengths across every technology, science, and business discipline. A leading research institution with significant industry connections and global reach, Georgia Tech’s programs rank among the best in the world.

Georgia Tech Scheller ranks in the top 5% of U.S. business schools by U.S. News and World Report, Businessweek, and other leading business publications. Founded in 1913, Georgia Tech Scheller College of Business is distinguished by its global reputation, world-renowned experts, and depth of quality programs.
Who Should Attend

• Senior Managers, Directors, Vice Presidents, and C-level Executives involved in strategic, operational, tactical, or marketing decision-making

• Leaders and Managers from business-to-business or business-to-consumer companies and corporations who
  - Determine and guide corporate direction
  - Rely on data to direct and justify decisions
  - Establish pertinent key metrics
  - Request analytics projects / insight development from others
  - Digest insights and turn them into implementable plans

Program Fees
$1950 per person
(10% discount for Georgia Tech alum)
Fee includes tuition, all course books and instructional materials, breakfast, lunch, snacks, and parking on class days

Location
Georgia Tech’s Scheller College of Business
800 West Peachtree Street, Atlanta, GA 30308

Click here to register

Program Overview

Business Analytics: Leveraging the Power of Data, is a 2-day Executive Development program led by top industry analytics experts, and Business Analytics and IT Management faculty at GT Scheller College of Business.

GT Scheller’s Business Analytics program focuses on turning analytics into action and answers the question of what to do with the increasingly large volumes of data your business generates and captures from transactions, operations, markets, consumers and other sources.

This program’s emphasis is on teaching you how to more effectively access, pinpoint, and leverage your data to advance the strategic decision-making process within your department and corporation.

During the program, you will:

• Develop a thorough understanding of the importance, potential usage, and strategic implications of data and analytic methods as it relates to your daily operations and long-term corporate goals
• Gain insight into how operations metrics and market behaviors drive business objectives, impact future direction, and support the decision-making process.
• Learn how data can generate profits and effect organizational improvement

Key Learning Objectives

Learn directly from leading industry experts with extensive Big Data and Business Analytics experience to:

1. Understand and learn how to reduce cultural barriers associated with developing analytically-oriented leadership and a corporate mindset
2. Gain an appreciation for the importance of data from the perspective of quality, collection, governance, and accessibility
3. Establish a business problem framing method that encourages more effective analytics, project execution, and improved implementation of insights
4. Learn about new possibilities in advanced analytics and modeling and how your company can position for these methods
5. Develop a deeper knowledge and establish patterns of information gathered from data
6. Use data in a collaborative way to improve your company’s productivity and strategic decision-making

Business Analytics Classes

• Data Assets
• Improving your Analytics Influence
• Reporting and Dashboards
• Innovative Solutions in Analytics – Machine Learning and Cognitive Systems
• Business Problem Framing for Analytics
• Advanced Analytics for Problem Solving
• Case Studies: Learning from Real Businesses

See detailed program schedule on reverse
## Program Schedule

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<tr>
<th>May 10</th>
<th>May 11</th>
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<tbody>
<tr>
<td><strong>7:45–8:30 Breakfast available</strong></td>
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<tr>
<td><strong>8:30–9:00</strong></td>
<td><strong>8:30–10:00</strong></td>
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<tr>
<td>Welcome and Introductions</td>
<td>Business Problem Framing for Analytics</td>
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<tr>
<td>Dr. Maryam Alavi, Dean of GT Scheller College of Business</td>
<td>Dr. Beverly Wright</td>
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<td>Dr. Sridhar Narasimhan</td>
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<td><strong>9:00–10:15</strong></td>
<td><strong>10:00–10:15</strong></td>
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<tr>
<td>Data Assets</td>
<td>Advanced Analytics for Problem Solving</td>
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<td>Dr. Jeffrey Hu</td>
<td>Dr. Sam Franklin</td>
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<td><strong>10:15–10:30 Break</strong></td>
<td><strong>10:15–12:15</strong></td>
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<tr>
<td><strong>10:30–12:00</strong></td>
<td><strong>12:15–1:15 Lunch</strong></td>
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<td>Improving Your Analytics Influence</td>
<td>Lunch</td>
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<td>Dr. Warren Hearnes</td>
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<td><strong>12:00–1:00 Lunch</strong></td>
<td><strong>12:15–1:15 Lunch</strong></td>
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<td><strong>1:00–3:30</strong></td>
<td><strong>1:15–2:45</strong></td>
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<tr>
<td>Reporting and Dashboards</td>
<td>Innovative Solutions in Analytics – Machine Learning and Cognitive Systems</td>
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<td>Alan Segal</td>
<td>Dr. Nik Vasiloglou</td>
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<td>Dwight Specht</td>
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<td><strong>3:30–3:45 Break</strong></td>
<td><strong>2:45–3:00 Break</strong></td>
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<td><strong>3:45–5:00</strong></td>
<td><strong>3:15–4:45</strong></td>
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<tr>
<td>Case Studies – 1 &amp; 2</td>
<td>Case Studies – 3 &amp; 4</td>
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<tr>
<td>Bud Sanders</td>
<td>Dudley Gwaltney</td>
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For detailed faculty biographies, please visit [www.scheller.gatech.edu/business-analytics](http://www.scheller.gatech.edu/business-analytics)

### Dr. Beverly Wright, Executive Director, Business Analytics Center

Dr. Beverly Wright leads the Business Analytics Center at Georgia Tech’s Scheller College of Business and brings over twenty years of marketing research, analytics, and insights experience from corporate, consulting and academia.

In her consultative roles for both non-profit and for-profit businesses, Dr. Wright has solved critical issues through the use of modeling and advanced analytics. She has also worked for companies within or leading their Marketing Analytics departments.

Her academic experience spans over a decade with a strong emphasis toward community engagement and experiential learning.

Beverly Wright, PhD, CAP  
Advanced Analytics & Modeling,  
Georgia Tech  
Executive Director,  
Business Analytics Center

Dr. Wright earned a PhD in Marketing (emphasis on Research), a Master of Science degree in Analytical Methods, and a Bachelor of Business Administration degree in Decision Sciences from Georgia State University. She has received a Professional Research Certification from the Marketing Research Association and is CAP certified from INFORMS.

Dr. Wright regularly presents at professional and academic conferences, and publishes articles in various business journals.

Registration and Program Information

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[www.scheller.gatech.edu/business-analytics](http://www.scheller.gatech.edu/business-analytics)  
[Click here to register](http://www.scheller.gatech.edu/business-analytics)