# Program Schedule

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<td>Developing and Managing Data Assets</td>
<td>Communicating the Data and Analytics Story</td>
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<td>Business Problem Framing for Analytics</td>
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<td>Building and Maintaining a Solid Data Analytics Team</td>
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<td>Advanced Modeling and Machine Learning</td>
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<td>Use of Artificial Intelligence for Analytics Solutions</td>
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## Anticipated Program Faculty

### Wes Chaar, Ph.D.
SVP, Data, Analytics, and Decision Sciences Turner

Wes Chaar is an analytics and data science professional with experience applying his skills to address revenue management, pricing, scheduling, distribution, consumer choice, CRM and other problems. His work experience covers the airline, hospitality, online retail, and media sectors. He maintains an outstanding record of success in identifying industry trends, new revenue opportunities, and reducing cost. He’s also proven instrumental in designing benchmarks for strategic changes, and developing, organizing, and directing large projects. Chaar’s work challenges traditional ways of thinking, and encourages creative problem solving toward complex business problems.

### Jason Poovey
Research Scientist II, GTRI

Jason Poovey is the Branch Head of the HPC, Data Analytics, and Software Engineering Branch at the Georgia Tech Research Institute (GTRI) and has an MS in Computer Engineering from North Carolina State University. At GTRI, Poovey’s work focuses on creating high performance solutions to a wide variety of problems and applying analytics to large quantities of data. This research includes social media analysis, business intelligence, systems engineering, health analytics, Internet of Things research, and network analysis. He has taught at Georgia Tech, North Carolina State University, and Emory University. He is also active in the research community with numerous refereed technical papers and active membership in the IEEE Computer Society.

### John Stasko, Ph.D.
Professor, School of Interactive Computing
Georgia Institute of Technology, College of Computing

John Stasko is a professor in the School of Interactive Computing at Georgia Tech at focuses his research on human-computer interaction, with a focus on information visualization and visual analytics. As the amount of data available to people has skyrocketed over the past 10-20 years, insufficient methods for people to benefit from this data have been developed. A central focus of this group’s work is the creation of information visualization and visual analytics tools to help people explore, analyze and understand large data sets. He served as a faculty investigator in the Department of Homeland Security’s VACCINE Center of Excellence that focused on developing visual analytics technologies and solutions for problems in homeland security. A senior member of the ACM and IEE, he received his Sc.M. and Ph.D. degrees at Brown University and a B.S. in mathematics from Bucknell University. He is Director of the Information Interfaces Research Group, whose mission is to help people take advantage of data to enrich their lives.

### Andrew Wells
CEO of Aspirent

Andrew Wells has extensive experience building analytical solutions for a wide range of companies, from Fortune 500s to small non-profits. Andrew focuses on helping organizations utilize their data to make impactful decisions that drive revenue through monetization strategies. He has been building analytical solutions for over 25 years and is excited to share these practical methods, tools, and techniques with a wider audience. Andrew earned a Bachelor’s degree in Business Administration with a focus on Finance and Management Information Systems from the University of Georgia.

### Beverly Wright, Ph.D.
Academic Director, Leveraging the Power of Data Program

Beverly Wright, Certified Analytics Professional, has spent over twenty years leading and executing marketing analytics and modeling through corporate, consulting, and academic experience including roles such as VP of Analytics at an agency, VP of Voice of Client Analytics at a financial services company, and Advanced Analytics Manager at a telecommunications company. She earned a Ph.D. in Marketing (Research Analysis emphasis), a Master of Science degree in Analytical Methods, and a Bachelor of Business Administration degree in Decision Sciences.

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### Registration and Program Information:

**Linda Read**
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scheller.gatech.edu/business-analytics
Business Analytics: Leveraging the Power of Data

Spring 2018

Scheller College of Business
Georgia Institute of Technology
Atlanta, GA

PROGRAM DATES
May 15 & 16, 2018
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 College of Business’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.

Why Learn Business Analytics at Georgia Tech Scheller?

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 Scheller College of Business
800 West Peachtree Street, Atlanta, GA 30308
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 instructors affiliated with Georgia Tech.

Georgia Tech 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 emphasizes teaching you how to more effectively access, pinpoint, and leverage your data to advance the strategic decision-making process within your department and corporation.

Key Learning Objectives

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

1. Understand and learn how to reduce 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. Recognize methods of developing, organizing, and managing an effective data analytics team
5. Learn about new possibilities in advanced analytics and modeling and how your company can position for these methods
6. Develop a deeper knowledge and establish patterns of information gathered from data
7. Use data in a collaborative way to improve your company's productivity and strategic decision-making
8. Learn about the development and application of artificial intelligence for analytics systems

See program schedule on reverse

Key Takeaways

- Develop a thorough understanding of the importance, potential usage, and strategic implications of data and analytic methods as they relate 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

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, Bloomberg 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 quality programs.