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’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.

**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-renowned 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 depth of quality programs.
## Program Schedule

<table>
<thead>
<tr>
<th>May 15</th>
<th>May 16</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive Education Center</strong></td>
<td><strong>Executive Education Center</strong></td>
</tr>
<tr>
<td>Developing and Managing Data Assets</td>
<td>Communicating the Data and Analytics Story</td>
</tr>
<tr>
<td>Visualizing and Presenting Analytics</td>
<td>Advanced Modeling and Machine Learning</td>
</tr>
<tr>
<td>Business Problem Framing for Analytics</td>
<td>The Executive’s Algorithms: Strategies for Making Data and Analytics Work</td>
</tr>
<tr>
<td>Building and Maintaining a Solid Data Analytics Team</td>
<td>Taking the Learning Home – A 100 Day Action Plan</td>
</tr>
<tr>
<td>Use of Artificial Intelligence for Analytics Solutions</td>
<td></td>
</tr>
</tbody>
</table>

### Anticipated Program Faculty

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

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 PhD in Marketing (Research Analysis emphasis), a Master of Science degree in Analytical Methods, and a Bachelor of Business Administration degree in Decision Sciences.

#### Dr. Kris Hammond
**Chief Scientist, Narrative Science**

Kris serves as faculty for the International Institute of Analytics and was also named Technologist of the Year 2015 by the Illinois Technology Association.

In addition to being Narrative Science’s Chief Scientist, Kris is a professor of Computer Science and Journalism at Northwestern University. Prior to joining the faculty at Northwestern, Kris founded the University of Chicago’s Artificial Intelligence Laboratory. His research has been primarily focused on artificial intelligence, machine-generated content and context-driven information systems. Kris previously sat on a United Nations policy committee run by the United Nations Institute for Disarmament Research (UNIDIR). Kris received his PhD from Yale.

#### Bill Franks
**Chief Analytics Officer, International Institute for Analytics**

Bill Franks is IIA’s Chief Analytics Officer, where he provides perspective on trends in the analytics and big data space and helps clients understand how IIA can support their efforts and improve analytics performance. His focus is on translating complex analytics into terms that business users can understand and working with organizations to implement their analytics effectively. His work has spanned many industries for companies ranging from Fortune 100 companies to small non-profits.

#### Dr. Wes Chaar
**SVP, Data, Analytics, and Decision Sciences Turner**

Dr. 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. Dr. Chaar maintains an outstanding record of success in identifying industry trends, new revenue opportunities, and reducing cost. He has also proven instrumental in designing benchmarks for strategic changes, and developing, organizing, and directing large projects. Dr. Chaar’s work challenges traditional ways of thinking, and encourages creative problem solving toward complex business problems.

### Registration and Program Information:

**Linda Read**  
Director of Business Development  
Office: 404-385-0553  
Email: linda.read@scheller.gatech.edu  
www.scheller.gatech.edu/business-analytics