

Developed in partnership with:



USING DATA ANALYTICS TO IMPROVE DECISION MAKING

Initial Steps to Utilizing the Power of Data

Firms need to enable strategies across their enterprise with data at the core. The data analytics captured will lead to faster and smarter decision-making, augmented by critical, conceptual, and creative thinking. Leaders will improve how they diagnose problems, make better decisions, and take actions that improve business performance.

Organizations can start the journey to utilize the enormous power of data science by beginning to build competence in four areas:

- treating data like a strategic business asset
- asking the right questions in data analysis projects
- improving data quality
- shaping a data analytical culture

In this course, NYU Stern School professor, Foster Provost, author of the acclaimed *Data Science for Business*, illustrates why data-driven decision-making drives improved business performance. He outlines the importance of generating actionable insights from data using business-value questioning and high-quality data. He also explains why it takes the combination of a data analytical culture and leadership support to facilitate better diagnoses, better decisions, and more beneficial actions.

This course features:

- 30-45 minutes of activities a day
- One 60-minute virtual live event with expert faculty
- Expert Guide support of questions, comments, and group engagement
- Data Analytics Toolkit



OUTCOMES

- Learn the importance and benefits of asking the right questions to draw insights from data
- Understand why data is a strategic business asset and how to derive higher returns on investments in data
- Discover what's essential for developing a data analytical culture

YOU WILL

- Practice developing actionable insights from data
- Discuss the quality and availability of data across your organization, and make recommendations for improvement
- Collaborate with senior-level colleagues to gain consensus on the need to transform your culture to capture the value of data-driven decision-making

ABOUT THE EXPERTS

FOSTER PROVOST



- Professor, Entrepreneurship, Data Science and Information Systems and Director of the NYU/Stern Initiative on AI and Data Analytics at NYU Stern School of Business
- Co-author of *Data Science for Business*
- Winner of 2009 INFORMS Design Science award for social network-based marketing, IBM Faculty Awards for outstanding research in data mining and machine learning, and a President's Award from NYNEX Science & Technology

SPRINT OUTLINE

DAY
1

THE VALUE OF BUILDING DATA ANALYTICS CAPABILITY

- How Data-Driven Decision-Making Affects Business Performance
- What is Data Analytics?
- Opportunities and Barriers We Can Already See

DAY
2

DATA AS A STRATEGIC ASSET

- Understanding Baseline and Advanced Data Analytics
- The Importance of Asking Good Business Value Questions
- Data and Data Science Capability as a Strategic Asset

DAY
3

TURNING DATA INTO INSIGHTS AND INSIGHTS INTO ACTION

- Structuring Big Data and Data Strategy
- The Importance of Ensuring and Improving Data Quality
- Turning Insights Into Actions
- Driving Toward Better Insights

DAY
4

DEVELOPING A DATA ANALYTICS CULTURE

- Targeting the Right Strategic Areas for Data Science Investment
- Data Analytics Culture and Talent
- Managing Data Analytics at Your Organization

DAY
5

SYNCHRONOUS LIVE EVENT

- Participants collaborate with Expert Faculty to synthesize learnings from the week and develop insights for next steps.