Analytics for Decision Making – Online

Leveraging data for business value

McGill | Executive Institute

Program Overview

The ability to use data to effectively drive decisions is an integral part of modern management. In this two-day seminar, you will learn the theoretical and practical applications of data analytics and how they apply to decision making. You will deepen your understanding of descriptive, predictive, and prescriptive analytics. You will also learn how to use that data to develop insights through a series of exercises and case studies. Finally, participants will gain a deeper understanding of how to make data-driven business decisions within their organization.

This course will enable you to be an informed and empowered manager of data. You will leave with a toolkit for making sense of data and using data to make decisions.

Key Benefits

- ► Think critically about data
- ► Differentiate between good and bad data
- ► Avoid data collection biases
- ► Apply descriptive, predictive or prescriptive analytics
- ► Understand different applications of business analytics across industries and sectors
- ► Identify opportunities for creating value using business analytics
- ► Properly structure data for your organization

Who should attend?

This seminar is for managers who want to effectively translate data analytics into business value, but do not necessarily have the technical expertise to do the analysis themselves.

What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.

McGill | Executive Institute

Key Themes

Using Data for Decision Making

- Role of data in decision making
- Discuss different frameworks to support decision making in organizations

Good Data and How to Structure it

- Understand the perceived value of data
- Four *V*'s of data – volume, velocity, variety, and veracity

Predictive Analytics

- Forecast the future based on past trends
- Mine data to predict customer demand and preferences
- Assess the quality of predictions

Prescriptive Analytics

- Understand how to leverage data that has already been collected
- Find the best course of action for a given situation

Faculty and Learning Approach

As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team comprises McGill University professors and lecturers as well as highly rated academic and business experts from around the world.

Please visit our website for a full list of the faculty team assigned to this program.

McGill | Executive Institute