Data Science and Analytics
for Executives

EII
ENTERPRISE INTEGRATION INCORPORATED

WAKE FOREST UNIVERSITY
CENTER for ANALYTICS IMPACT

COURSE OVERVIEW

- Designing Successful Evidence-based Decision Processes

- Use Case Development and Structured Problem Solving

- Unified Platforms for Data Wrangling and Data Science

- Working with Data Scientists and Data Managers

- The Limitations of Data Science and Analytics

- Leading the Data Science and Analytics Organization

- Data-Driven Leadership: Ethically Influencing the Future of Data Science and Analytics

- Case Studies Documenting Successful, Evidence-based Problem Solving

DATA SCIENCE AND ANALYTICS FOR EXECUTIVES

Executives demand an agile response to evolving business requirements. Analytically minded professionals are seeing results that affect organizational success. A team for analyzing alternatives might include:

- A data scientist to design and implement analytical models
- An intelligence analyst for provisioning scenario-related data
- A risk analyst for estimating probabilities of various alternatives being realized
- A data analyst for preparing and provisioning data that are required to execute alternatives
- A technical architect for designing data extractions from various systems or repositories
- An application developer for developing solutions for in-memory processing

Such a team could be using more than a dozen tools/software packages for analytics and data management. This mix could include open source technologies, commercial software solutions, enterprise-hosted applications, and cloud deployments.

- When data and analytical professionals can use the programming languages and tools of their choice, they are productive and more efficient. And when technical skills are in short supply, flexibility around skills helps organizations find the talent they need to make the most of what they already have.

- How can the analytics team make sure projects are using trustworthy data, the best models, and a rigorous process that will guarantee compliant, useful and repeatable results? And, whose responsibility is it to stitch together all of the disparate code bases and business scenarios to monitor the outcomes or find other opportunities for success?

- Organizations require an environment that unifies their data and analytical silos. This gives data and analytical professionals the freedom to create and rapidly deploy different methods easily, using whatever skills they have.

- Such an environment allows executives to manage the analytics lifecycle, from development to discovery to deployment, for all analytical assets from centralized controls.

This Training is designed for On-site, Off-site, or On-line

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WHY PARTICIPATE?

- Gain and Executive-level Understanding of Data Science and Analytics

- Understand the Limitations of Data and Analytics

- Obtain an Executive-level Understanding of Data Science and Machine Learning Platforms

- Learn How to Design and Develop Data Science and Analytics Use Cases for Solving Appropriate Problems

- Understand the Roles and Responsibilities of Executives and Data Scientists in Working Together to Solve Problems

- Understand How to Design and Manage the Successful Data Science and Analytics Organization

DATA SCIENCE AND ANALYTICS FOR EXECUTIVES

Data Science and Analytics concepts must be understood by Executives who own decision processes and data:

- Access to relevant, trusted data, provided by unified data platforms is required for successful evidence-based decision making.
- Likewise, unified and trusted data science and machine learning platforms are necessary.
- A basic understanding of the skills and techniques of data scientists and analytics is critical for successful evidence-based decision making.
- Executives must lead and understand how to overcome that resistance to change.
- With the advent of big data, ethical concerns around data privacy and algorithm and data bias have become a major consideration.
- A data science and analytics culture is critical for evidence-based decision making and culture starts with Executives.

This course addresses the critical concepts so that Executives have the required understanding

This training curriculum focuses on the complete data science solution and the roles and responsibilities of all parties in the decision-making process. Since executives own the data, they must manage the solution; not a component of the solution.

This course addresses the key concepts that Executives must understand in order to deliver effective data science and analytics results. Our goals are to enhance Executives' critical thinking skills relative to the field of data science and analytics, and better equip Executives to be able to effectively utilize data analytics in their daily decision making.

There are three versions of the course:
- One-half day executive overview
- One-full day with more details
- Two-full days with additional details and case studies

It is counterproductive to separate data management and preparation from data science and analytics - Executives must understand both concepts.

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