

Harnessing Data Analytics For Your Organization Program

Developed in Partnership with

 | 

Making Data-Driven Insights

Organizations that are willing, ready, and able to take on the challenge of harnessing data science to make predictions about their customers, the market, and their organization are able to stand well above their peers. However, other organizations struggle to unleash this power: progress is stymied by misunderstanding, poor data strategy, and lack of a common language between teams. The directive to make data-driven decisions flounders as teams struggle to understand the fundamental principles of data science.

Harnessing Data Analytics for Your Organization will allow businesses to move forward into the opportunities that predictive analytics holds. This program prepares teams to productively engage with industry operations.

Learners will attain:

- A highly functional familiarity with key data mining concepts.
- A data proposal that will be crowd-sourced via Idea Tournament to evaluate, hone, and provide to their organization for implementation
- The ability to unpack their organization's current data strategy and propel the organization into new levels of data maturity

Authors



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Program Outline

WEEK 1

Introduction to Predictive Analytics

- An Unparalleled Opportunity
- Understanding the Target Variable
- Asking the Right Question

WEEK 2

The Data Mining Process

- Introduction to Data Mining
- Categorical and Numeric Target Variable
- Managing Iteration in Data Preparation

WEEK 3

Introduction to Modeling

- Demystifying Modeling
- Supporting the Modeling Process
- Detecting and Avoiding Overfitting

WEEK 4

Evaluating Your Predictions

- Establishing Baseline Performance
- Evaluating Categorical Models
- Evaluating Numeric Models
- Understanding the Expected Value of Your Data Science Solution

WEEK 5

Leveraging Predictive Analytics for Competitive Advantage

- Deployment: Data Science in the Real World
- Bringing a Deeper Understanding to Data Proposals
- Partner Review

*Additional fees apply