

# Boosting Profitability and Return on Investment (ROI) with Business Analytics

20/03/2023 & 21/03/2023

Day 1 Unveiling the power of data using data science			20/03/2023
9:00	–	10:45	<b>Session 1: The Importance of Data (1h &amp; 45 mins)</b> <ul style="list-style-type: none"> <li>• What is Data Science?</li> <li>• The new role of the data scientist</li> <li>• Fostering a data-driven culture</li> <li>• Chasing the technology trends</li> </ul>
10:45	–	11:00	<b>Break (15 mins)</b>
11:00	–	12:45	<b>Session 2: Data Quality and Business Analytics (1h &amp; 45 mins))</b> <ul style="list-style-type: none"> <li>• The art of asking the data the right questions</li> <li>• Data quality techniques</li> <li>• Business Analytics: Descriptive, Diagnostic, Prescriptive, Predictive</li> <li>• Statistical Modeling Techniques</li> <li>• Applications on real-world data sets (excel)</li> </ul>
12:45	–	13:00	<b>Break (15 mins)</b>
13:00	–	14:45	<b>Session 3: Introduction to Machine Learning (1h &amp; 45 mins))</b> <ul style="list-style-type: none"> <li>• What is Machine Learning?</li> <li>• Classification problems</li> <li>• Clustering problems</li> <li>• Regression Problems</li> </ul>
14:45	–	15:15	<b>Lunch Break (30 mins)</b>
15:15	–	17:00	<b>Session 4: Big Data and Machine Learning Applications (1h &amp; 45 mins))</b> <ul style="list-style-type: none"> <li>• Big Data and Challenges</li> <li>• Use cases of Machine Learning applications</li> <li>• Experimenting with Machine Learning algorithm using real-world data sets</li> </ul>

## Day 2 Data Science Benefits and Managing Return on Investment (ROI) 21/03/2023

9:00	–	10:45	<b>Session 5: Data Visualization (1h &amp; 45 mins)</b> <ul style="list-style-type: none"> <li>• Data Visualization and data-driven decision-making</li> <li>• Power BI demonstration on real-world data sets</li> </ul>
10:45	–	11:00	Break (15 mins)
11:00	–	12:45	<b>Session 6: Machine Model Management and Evaluation (1h &amp; 45 mins)</b> <ul style="list-style-type: none"> <li>• How to manage a data science project?</li> <li>• Measuring analytics performance: Selecting the proper metrics</li> <li>• Quantifying the ROI of a data science project</li> <li>• Managing Models in Production</li> </ul>
12:45	–	13:00	Break (15 mins)
13:00	–	14:45	<b>Session 7: Applications of Data Analytics (1h &amp; 45 mins)</b> <ul style="list-style-type: none"> <li>• Data Analytics Applications: Operations, Marketing (including Digital), Management, Development, Manufacturing, Customer Acquisition and Relations</li> </ul>
14:45	–	15:15	Lunch Break (30 mins)
15:15	–	17:00	<b>Session 8: Industry Examples of Data Analytics (1h &amp; 45 mins)</b> <ul style="list-style-type: none"> <li>• Industry Examples (continued): (“New”) Retail, Medicine &amp; Healthcare, travel/transportation/logistics, supply chain management, Manufacturing, Education, Cybersecurity, Entrepreneurial Ventures, Telecom, Tourism Hospitality, Banking &amp; Financial Services</li> </ul>

### Day 3: Consulting Sessions (4 hours)

			<p>Electi's team will arrange a meeting and will visit the physical premises of interested companies and:</p> <ul style="list-style-type: none"><li>● Discuss use-cases relevant to the business</li><li>● Consult on data governance strategies</li><li>● Consult on data-driven methodologies that could be applied for the identified use cases</li><li>● Project planning advice on running such use-cases</li><li>● Discuss open projects and interesting ideas applied to business sectors relevant to the company</li></ul>
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