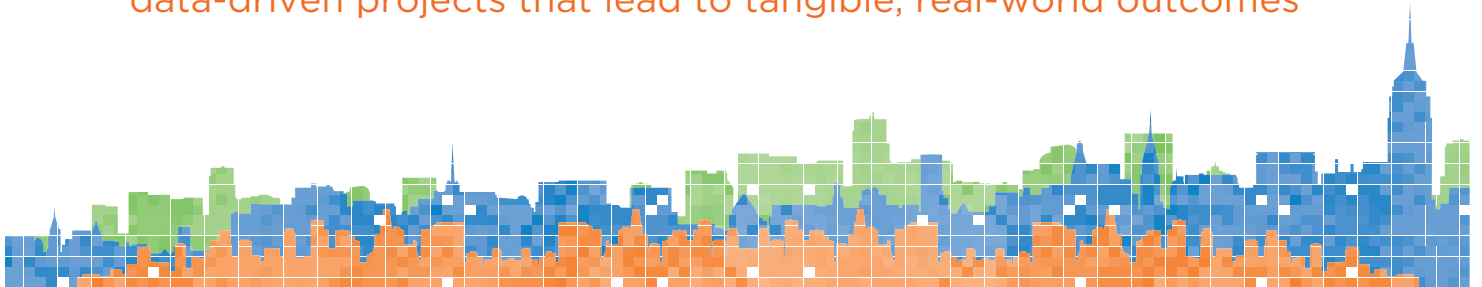




EXECUTIVE EDUCATION PROGRAM **ANALYTICS FOR CHANGE**

NYU's CUSP & GovLAB present a program on how to manage effective data-driven projects that lead to tangible, real-world outcomes



PROGRAM OVERVIEW

This one-and-a-half day program will prepare you to partner with senior executives within your organization in order to design, implement, and evaluate analytics projects so that they consistently deliver measurable, scalable results.

The program will introduce you to tested frameworks for data diagnostics, acquisition, and sampling; to strategies for framing complex problems so that they can be legitimately addressed by analytics work; and to practical guidelines for working responsibly with data-driven insight. There is a special focus on the practical aspects of creating actionable insight in urban environments.

The course combines sessions by leading faculty/researchers, practitioners, and city leaders with case studies, cohort discussions, and professional one-on-one coaching.

WHAT YOU'LL LEARN

By the program's end, you will have a foundation in project scoping and data-driving management that will empower you to contribute to making cities more efficient, livable, equitable, and resilient. More specifically, you will be able to:

- Frame an analytics problem
- Ensure that you keep projects on track
- Understand the challenges of working with data-driven insight
- Derive insight from data in a consistent way

In addition, you will have the opportunity to not only engage with faculty, but with other participants in a useful networking forum.

WHO SHOULD ATTEND

This program is designed for leaders, executives, and entrepreneurs who want to be ahead of the big data revolution. It WILL benefit professionals from the public and private sectors involved in all city-related industries.

UPCOMING PROGRAM

- **WHEN:** February 5th to 6th, 2015
- **WHERE:** CUSP, 1 MetroTech Center, Brooklyn, NY 11201
- **FEE:** \$960

REQUEST INFORMATION
cusp.nyu.edu/exec