

Data Science for Managers

Course Description

This workshop teaches managers how to identify opportunities to make better decisions by utilizing new insights from data; which techniques and approaches should be used for various data science projects; how to avoid pitfalls when drawing conclusions from data; and how to create a strategy for building a data analytics team and improving decision-making across the organization.

Objectives

1. Identify opportunities to apply data analysis
2. Discuss the elements of a successful data project
3. Recognize the ethical implications and governance- related challenges of data projects
4. Associate data science methods with their typical applications in data
5. Integrate storytelling and appropriate data visualizations into reporting
6. Develop a strategy for building a data-driven culture

No background in math or data analysis is required. We recommend that attendees have experience managing teams.

Topics covered

Day One

- Data and its uses
- Data analytics overview
- Data governance
- Data tools
- Data teams

Day Two

- Building a data-driven culture
- Data ethics
- The data science process
- Putting together a project

Day Three

- Foundational data science methods
- Advanced data science methods

Day Four

- Data visualization
- Data storytelling