Data Science for Managers - Building a Data-Driven Organization

Overview

In order to create a data-driven culture, organizations must develop their senior executives and managers into data-science champions. These executives and managers must understand the strategic and organizational changes needed to transform their organizations into data-driven ones.

This one-day course addresses a myriad of relevant topics ranging from practical managerial problem solving techniques to hiring & retaining technical talent. By the end of the workshop, participants will have acquired the necessary tools to help their organizations commence processes of building data-driven cultures.

This is not a programming-based course. The purpose of this course is to equip business and finance leaders with the right dose of knowledge and technical skills to better evaluate technical proposals, communicate with technical teams, hire technical teams, and use data science is a strategic tool. If you are interested in learning how to build these algorithms in a programming language such as Python, please check out our other courses such as Introduction to Data Science.

This course is often taught together with our Data Science for Managers - Applications. Visualization, and Storytelling course over a two-day sequential workshop. Please contact us for more information about that course.

What This Course Offers

- Understanding of popular managerial problem solving techniques and root cause analysis
- Discussion of strategic and organizational changes needed to create a data-driven corporate culture
- Understanding of data-driven cultures
- Understanding the capital requirements of data-driven organizations including investing in data collection infrastructure and technical talent
- Course notes, certificate of completion, and post-seminar email support for 1 year
- An engaging and practical training approach with a qualified instructor with relevant business, technical, and educational experiences

Who Is This For

This course is relevant for executives and managers who supervise teams that identify and execute data analytics and business intelligence projects. Other junior and senior business professionals who want to better understand the elements and key strategies of data-driven organizations will also benefit from taking this course.

Course and Contact Information

Course Prerequisites: None
Duration: 1 Day
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Course Curriculum

- **Data Science and Problem-Solving for Your Business**
    - How to think about and structure business and technical problems, root cause analysis, etc.
    - Types of data, identifying good vs. bad data
- **Strategic and Organizational Changes to Support Analytics Transformation**
    - Overview of key strategic considerations including:
        - How to develop a clear analytics strategy/vision for your organization, which projects should managers fund/sponsor, investing in data assets such as infrastructure for collecting and processing data and third-party data providers, effectively linking business and technical teams.
    - Overview of key organizational considerations including:
        - How to design an appropriate organizational structure to support analytics activities, creating a culture of “data-savviness”, technical and skills training, building an internal analytics team vs. outsourcing to analytics companies
    - How to identify a successful vs. unsuccessful data science project
- **Data Science Teams**
    - The role of a Chief Information Officer & Chief Data Officer with respect to business and technical teams
    - Communication between business and technical teams
    - How to develop a data science team with complementary skill sets and roles
    - Hiring Data Scientists
        - What makes a good data scientist, where do you find great analytical talent, overview of interview process to find the best possible candidates, resources to help with recruitment, etc.
    - Retaining Technical Talent

        - How to retain top data scientists, discussions on compensation for technical teams, career paths and training, etc.
- **Wrap-up & Summary**
    - Where to go from here, recommendation of additional resources

Course Content Developers

David Haber

David heads Cognitir's products and technology. He has led programming workshops at the undergraduate and graduate levels, at blue chip companies, and world renowned management consulting firms.

David has experience working with both startups and large corporations. Previously, he was a lead software and machine learning engineer at Soma Analytics, an investor-backed and award-winning health-tech startup in London. David also worked on optimizing large-scale payment processing systems at Deutsche Bank in Singapore. Outside of Cognitir, he currently advises HiDoc, an early stage digital health startup in Germany.

David holds an MEng (First-Class Honours) in Computer Science from Imperial College London (UK) where he focused on statistical machine learning. He presented his work at international conferences and won several awards for his work. During his studies, he also served as a teaching assistant at Imperial College where he helped undergraduate students master fundamental computer science concepts.

Neal Kumar, CFA

At Cognitir, Neal leads strategy and business development initiatives and advises on new product development.

Outside of Cognitir, Neal consults C-level teams and senior business managers on a variety of strategic topics ranging from M&A to marketing. He also leads training seminars for Wall Street Prep and has consistently received top reviews from attendees and created two training courses that were used in seminars worldwide. Before his consulting and training careers, Neal taught secondary mathematics in St. Louis Public Schools (USA) as a Teach for America Corps Member. Prior to joining Teach For America, Neal worked in investment banking at Lazard, JPMorgan, and Houlihan Lokey.

Neal received his MBA from London Business School (UK) and BBA in Finance from the University of Notre Dame (USA). He is also a CFA Charterholder and a Member of the CFA Institute Education Advisory Committee (EAC) Working Body where he helps shape CFA Program Content.