Transition your organisation from being data rich to becoming insight rich.

COMPETING ON BUSINESS ANALYTICS

November 23 - 25, 2019
ISB, Hyderabad Campus
Transition your organisation from being data rich to becoming insight rich.

**Competing on Business Analytics**

From big data to Artificial Intelligence and Machine Learning, the enterprise world has shifted greatly in just a few years. While leaders have to constantly grapple with exploring diverse ways to glean insights from data, emerging technologies are rapidly creating opportunities and adoption challenges. Big data and AI have become virtually indistinguishable, particularly given that machine learning is one of the most popular techniques for dealing with large volumes of fast-moving data.

`In addition to deriving value from traditional technology applications such as RFID, Supply Chain, ERP and CRM, businesses now have to contend with the volume of data being generated by social media platforms which enable real-time engagement with customers, enhancing brand, customer loyalty and competitiveness. The volume, variety and velocity of data compels businesses to explore automated methods of analysis and insight mining. And the ones which are able to achieve this effectively, unlock a source of endless potential value.`

**Programme Details**

November 23 (9.00 am) - 25 (5.00 pm), 2019 | ISB, Hyderabad Campus

**INR 1,35,000 plus GST @ 18%**

Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.
About the programme

This programme is designed to showcase the virtually unlimited opportunities that exist today to leapfrog the competition by leveraging data that organisations routinely collect every day, but which they hardly use strategically to make decisions at various points in the value chain. The intensive 3-day CoBA programme will expose participants to a variety of issues related to data analytics and business intelligence, including the strategic aspects of big and better data as well as the details of analytical methods, data mining and visualization environments such as Python and Gephi. A major part of the programme will focus on leveraging the power of unstructured data.

Who should attend?

Middle to senior managers from across functions like Marketing, Operations and Supply Chain Management stand to benefit the most from attending the programme.

Key learning takeaways

- Strategic aspects and business value of data analytics
- Data capture, validation, reduction, analysis, insights and recommendations
- Techniques and methods of classification, prediction, and association
- Real world data analytic applications
- Metrics for assessing the effectiveness of social media strategies
- Collecting, analyzing, deriving insights from social media chatter
- Techniques for sentiment analysis and some text analytics

A key feature of this course is a hands-on project that participant teams will complete using Python and other tools.

This programme is for you if you are a professional who is already working in analytics, or if you have an analytical aptitude, and want to leverage data for decision-making. Those who need to use quantitative techniques to arrive at most effective decisions will find this programme stimulating and challenging.
Key concepts covered

**Big data analytics and business intelligence applications**
Defining metrics to measure the link between data and business strategies, value chains, growth and one’s competitive advantage is a science. Analysing the real-world implications of those connections, and how to translate insights into actionable objectives is an art. Through this programme, participants will learn both the art and science of gleaning intelligence from big data and how to apply these in the real-world.

**Artificial intelligence & machine learning**
While it is imperative to implement new technology for data analytics, leaders are often faced with the conundrum of investing right. Understanding the RoI on AI and ML investments help businesses define a clear path for adoption. Gain the learning to identify and implement AI and ML strategies for your business.

**The real value of unstructured data**
Digital disruption did bring about a sea change in how marketers and consumers behave. The long tail of e-retail throws up enormous volumes of unstructured data from numerous sources. Marketers and business leaders will need to constantly measure resonance, similarities and differences from social channels, crowd behaviour and user generated conversations. Learn how to analyse unstructured data from disparate sources to develop consistent strategies for growth.

**Predicting business outcomes from social media data**
Social Media listening and analytics tools can help you build context around your business’ online presence: how it’s received by consumers, how they engage with the brand, what they like or dislike about you. Intelligence around consumer sentiments, interactions and conversations across platforms and audience demographics are a goldmine for insights and signals for business outcomes. This programme helps you understand how to apply predictive tools to the social media plane.
Key day-wise outcomes

**Day 1**
- Competing with big data and analytics
- Machine learning & artificial intelligence
- Applications of AI and RoI on its adoption
- The value of unstructured data

**Day 2**
- Assessing the similarities in unstructured data
- Topic modeling & image analytics
- Sentiment analysis
- Experiential session on generating a UGC analysis report

**Day 3**
- Network analytics
- Predictions from unstructured data
- UGC analytics report project presentations

*Professor Anitesh has an excellent grip on the subject and his ability to connect with diverse participants is extremely good.*

- Om Prakash Manchanda, Chief Executive Officer, Dr Lal Path Labs
How this programme benefits organisations

- Develop a deeper competitive advantage from data analytics
- Derive the RoI on big data, AI & ML adoption
- Enable faster, pragmatic and data-led decision making
- Gain deeper insights predict business outcomes from unstructured data
- Ensure business health by decoding consumer sentiment

How this programme benefits individuals

- Leverage data analytics for insightful, real-time business intelligence
- Learn decision frameworks and advanced data analytics tools
- Understand the real-world application of AI & ML
- Discover deeper knowledge and insights from social media platforms
- Learn the fundamentals of opinion mining, UGC and sentiment analysis
Faculty

Anitesh Barua

is a Visiting Professor at ISB. He is the William F. Wright Centennial Professor of Information Technology, Stevens Piper Foundation Professor, Distinguished Teaching Professor, Director of the MBA Information Management programme, and Associate Director of the Centre for Research in Electronic Commerce at the McCombs School of Business, the University of Texas.

His research and teaching interests include measuring business-value of information technology, analysing strategic information technology investments, enterprise modelling using information economics, and economics of software development and maintenance.
How to apply

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)

Write to us at execed@isb.edu (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit www.isb.edu/cee/COBA