



Competing on Business Analytics



NOV 11 - 14, 2018, HYDERABAD

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The rapid proliferation of the internet and related technologies has created an unprecedented opportunity for enterprises to collect massive amounts of data regarding customers and all aspects of their business operations. Yet the reality is that most organisations today are (i) “data-rich” but “information and knowledge-poor”, and (ii) not harnessing the full potential of their data, which is perhaps the second most important asset after human capital. Internet-based applications such as social media, website usage tracking and online reviews, as well as more traditional technology applications like RFID, Supply Chain Management (SCM), Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM), provide access to vast amounts of data regarding customers, suppliers, competitors, as well as a firm’s own activities and business processes. Unlike just a few years ago, this data consists not only of numbers such as demographics, but also text in the form of blogs, comments, conversations and reviews. Being able to unlock the insights and knowledge trapped in such raw data constitutes a key lever for competitive advantage in today’s fast changing business environments.

This executive programme is designed to showcase the virtually unlimited opportunities that exist today to leapfrog the competition by leveraging the data that most organisations routinely collect every day, but which they hardly use strategically to make decisions at various points in the value chain. Participants will be exposed to a gamut 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, and data mining and visualisation tools, such as SAS Enterprise Miner/Text Miner, XLMiner, WEKA, and social media listening and analysis tools such as Trackur, NodeXL and SentiStrength.

Programme content

This programme is especially valuable to middle and senior-level Managers contemplating initiatives in business analytics, marketing and predictive modelling, to develop expertise in the following areas:

- Strategic aspects and business value of data analytics: case studies and best practices
- Data capture, validation, reduction, analysis, insights and recommendations
- Predicting business outcomes from social media data
- Practical skills that Business Managers need to harness the power of analytics
- In-depth expertise in techniques and methods of classification, prediction and association
- Real-world data analytics and business intelligence applications

What you will gain

- Better decision-making process (quality and relevance)
- Faster decision-making process
- Better alignment with strategy
- Realising cost efficiency
- Responding to user needs for availability of data on a timely basis
- Improved competitiveness
- Producing a single, unified view of enterprise information
- Synchronising financial and operational strategy
- Increasing revenues
- Sharing information with a wider audience

Participant profile

- The programme is designed for professionals who are already working in Analytics, to enhance their knowledge, as well as for those with analytical aptitude who would like to start a career in Analytics. Those who need to use quantitative techniques to arrive at most effective decisions will find this programme stimulating and challenging
- The programme is designed for middle to senior Managers with a minimum of 10 years of experience
- The participants would be spread across functions like Marketing, Operations, Supply Chain Management, Finance, General Management, and other areas in various industries

Faculty

Anitesh Barua, Professor, Department of Information, Risk, and Operations Management, Austin McCombs School of Business at the University of Texas.

Programme fee

INR 1,20,000 plus taxes

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

Programme dates

9.00 am, Nov 11, to 5.00 pm, Nov 14, 2018

Venue: ISB, Hyderabad

How to apply

- Download the application form from www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)
- For details, write to us at exced@isb.edu (or)
- Call us on +91 40 2300 7041 / 42

For further information about the programme, please visit

www.isb.edu/cee/COBA



“The programme went far beyond my expectations. It raised the bar tremendously, and the quality of what was delivered was impeccable”.

-Anushikha Dwivedi

Lead Finance – Fiserv India Pvt. Ltd.

“It was a great learning experience – very relevant in today’s context. The faculty were great, and so were the content and learning atmosphere.”

-Suresh Kumar Vijayan

IT Manager & Team Lead – Tata Steel Ltd.

ISB CEE Alumni

ISB CEE has a strong alumni community of over 40,000 business leaders, senior professionals, and entrepreneurs. Participation in CEE programmes makes you a part of this elite and vibrant community, and gives you the opportunity to network with high-achieving peers across diverse industries. CEE alumni gain exclusive access to premium learning events, including speaker series, conferences, and learning sessions.

To know more, please e-mail us at ceealumni@isb.edu



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**ISB CEE reserves the right to make changes in the programme without prior notice. Please check with marketing services for the final schedule.*