DATA-DRIVEN INSIGHTS FOR BUSINESSES

Today’s information-driven economy creates more than 2 billion gigabytes of data every day. As the global data pool expands, businesses are faced with a new set of challenges. Now, data management means more than just storage and security—it means harnessing data for better decision making.

Despite complexity and specialization, success in business analytics doesn’t require an advanced degree, or a deep background in statistics or computer science. To take advantage of new opportunities, today’s business leaders must be analytically minded and familiar with the process of transforming data into knowledge that drives strategic insights.
A KEY TENET OF BABSON’S UNIQUE METHODOLOGY OF ENTREPRENEURIAL THOUGHT AND ACTION® INVOLVES LEVERAGING ANALYSIS AND PREDICTIVE DECISION MAKING TO CREATE BUSINESS VALUE.

ANALYTICAL APPROACHES FOR DECISION MAKING
Across a wide range of industries and job functions, Big Data has become one of the hottest topics facing today’s businesses. Business Analytics for Managers: Using Data for Better Decision Making looks at business analytics and helps participants develop the foundational understanding needed to identify where these practices can be successful in their organizations. This program explores the key topics—data management, data analysis, and data model construction—that today’s most successful information-driven organizations rely on for better decision making.

DYNAMIC CLASSROOM ENVIRONMENT
This new two-day, Babson Executive Education open enrollment program provides an introduction to the iterative exploration of data that can be used to gain insights and optimize business processes. In the context of real-world applications from diverse business areas such as marketing, financial forecasting, and operations, participants are introduced to predictive analytic techniques and the data analytics life cycle.
Participants explore new techniques for generating ideas, experimenting with solutions, and evaluating alternatives; processes for data experimentation and predictive modeling; and ways to better identify patterns and connections. Through hands-on projects, participants learn about recent trends in data-intensive business applications, and gain practical experience in working with data sets.

**DIVERSE PARTICIPANT MIX**

The program is designed for managers, entrepreneurs, directors, business analysts, and finance and operations leaders from a variety of industries. This range of perspectives provides an integrated forum for exploring the opportunities that business analytics presents.

While previous knowledge of data analysis is not required, some knowledge of Microsoft Excel is necessary to take full advantage of the program.

**PROGRAM TOPICS INCLUDE:**

- Framing a business problem as an analytics problem
- Opportunities and challenges when using data
- Improving business processes
- Identifying opportunities through data analytics
- Synergies between business analytics and the firm

**SAMPLE PROGRAM SCHEDULE:**

**DAY ONE**

- Using Data to Create Value
- Mapping Business Problems to Analytics Concepts
- Framing and Implementing Analytics Projects
- Data Visualization and R Statistics Software
- Case Study: Understanding Customers and Improving Processes
- Effective Communication of Analytics
- Project Findings
- Presentation Prep

**DAY TWO**

- Presentations and Group Exercise
- Recap/Questions
- Driving Innovation Through Analytics
- Transforming the Organization
- Reflection and Concluding Remarks

For more information, contact:

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Dessislava A. Pachamanova is a professor of operations research and the Zwerling Family Endowed Research Scholar at Babson College. Pachamanova’s research and consulting span multiple fields, including financial modeling, robust optimization, operations, predictive analytics, and simulation.

She has authored and co-authored tens of articles in operations research, finance, engineering, marketing, and management journals, numerous book chapters, as well as two books in computational finance and risk management: Robust Portfolio Optimization and Management (2007) and Simulation and Optimization in Finance: Modeling with MATLAB, @RISK, or VBA (2010), both part of The Frank J. Fabozzi Series in Finance, J. Wiley & Sons.

Pachamanova teaches in the undergraduate, full-time MBA, and evening MBA programs, and co-designed Babson’s undergraduate and MBA business analytics concentration curricula. She also serves as the faculty director of an open enrollment business analytics program at Babson Executive Education.

Pachamanova earned her AB from Princeton University and her PhD from the Sloan School of Management at the Massachusetts Institute of Technology.