

Serious Play for Predictive Analytics: What Works, What Doesn't & Why

Learn via: **Classroom**

Duration: **1 Day**

Overview

This course will prepare analytic practitioners and functional managers to make sense of predictive modeling and take control of the analytic process. We'll introduce the foundation for data-intensive analytic projects that deliver insight, clarity, confidence, and actionable decision support.

Live demonstrations will illustrate how organizational practitioners can effectively maneuver the natural messiness of advanced analytics. Attendees will realize that true impact with predictive analytics has far more to do with the overall management of a project team and strategic process than with the tactical skills of a data scientist.

If you are a business or public sector practitioner or leader seeking to propel your organization's analytic maturity and put predictive analytics to work for measurable gain, then this session is designed for you.

Prerequisites

There are no prerequisites for this course.

Who Should Attend

- IT executives and big data directors
- Line-of-business directors and functional managers
- Data scientists
- Technology planners
- Consultants

What You Will Learn

- Develop a business-aligned strategy for applying high-value data-driven decisions
- Identify, qualify and prioritize viable and actionable analytic opportunities
- Convey a standardized process development model to implement across your team
- Acquire both tactical and strategic skills required to stand out in the analytics practice
- Learn why most analytics projects fail and the main pitfalls to avoid
- View a standardized process methodology for predictive analytics
- Leave with resources, contacts and plans to reduce your project preparation time, costs and risks