COHORT CERTIFICATE

DATA, ANALYTICS AND INTERPRETATION CERTIFICATE

Understanding data: What to ask, how to ask it and ways to interpret it

CERTIFICATE BENEFITS

Machine learning, artificial intelligence, deep learning and business analytics are just a few of the terms popular in the world of data science. This terminology is increasingly finding its way into our everyday lives—at home and in the business world. In fact, some fluency in the language of data is now a prerequisite for business success.

But there are caveats. Data will never tell you "what to do." Numbers don't take a position—they're just information for us to interpret. So, how do you use the tools of statistics and data science? Misapplied tools and bad data interpretation have resulted in many great mishaps in data science, missed opportunities and intentional misleads.

With this certificate, you gain a solid understanding about data, its usage and the impact it can have on an organization.

Class dates

October 11 & 12 | October 18 & 19
October 25 & 26 | November 1 & 2

$4,400

learn.WashU
next-generation, proprietary learning management system

Digestible content in 3-hour, live virtual sessions

Live Virtual Sessions
8:30–11:30 a.m. CT

Instructors

Samuel Chun, PhD

Liberty Vittert, PhD

People who should take this course

You have a direct role in your company's data organization

You are a consumer of a data organization's output

You have oversight of a data function within your company

ExecEd@olin.wustl.edu | 314-935-9494 | olin.wustl.edu/seminars

COHORT CERTIFICATE

DATA, ANALYTICS AND INTERPRETATION CERTIFICATE

With WashU Olin's Data, Analytics and Interpretation certificate, you are better prepared to navigate and capitalize on this complex field.

- Strengthen your critical thinking about data use and interpretation
- Improve your ability to distinguish appropriate versus inappropriate use of analytics
- Better understand modern data science and the potential implications for your organization's business strategy
- Use analytics to make better decisions
- See the "big picture" and think strategically about data and data science

PROGRAM OVERVIEW

Part 1: Demystifying Data Science | October 11 & 12, 2023
Learn a straightforward framework for understanding how data mining, machine learning and artificial intelligence fit together, and how your organization might better use data science to improve business operations.

Part 2: Distinguishing the Truth from the Lies | October 18 & 19, 2023
Learn the critical thinking framework that helps you think objectively about the way data is presented and improves your data-based decision-making skills.

Part 3: Data-Driven Decision-Making | October 25 & 26, 2023
Examine the question "How do you use data to make better decisions?" Through real-life examples and activity-based exercises, you improve your risk-assessment abilities, situation analysis and strategic decision-making skills.

Part 4: Quant IQ—Integrating What We've Learned | November 1 & 2, 2023
Using the knowledge built in previous sessions, you develop your capability to be conversant with data scientists and analysts and further hone your ability to ask critical questions of data-driven analysis and presentations.

Samuel Chun, PhD
Professor of Management Practice

Liberty Vittert, PhD
Professor of Practice in Data Analytics

Register now.

olin.wustl.edu/seminars

Contact us.

Olin Executive Education
314-935-9494
ExecEd@wustl.edu
olin.wustl.edu/seminars

Executive Education
Olin Business School
Washington University in St. Louis
Campus Box 1158
One Brookings Drive
St. Louis, MO 63130

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