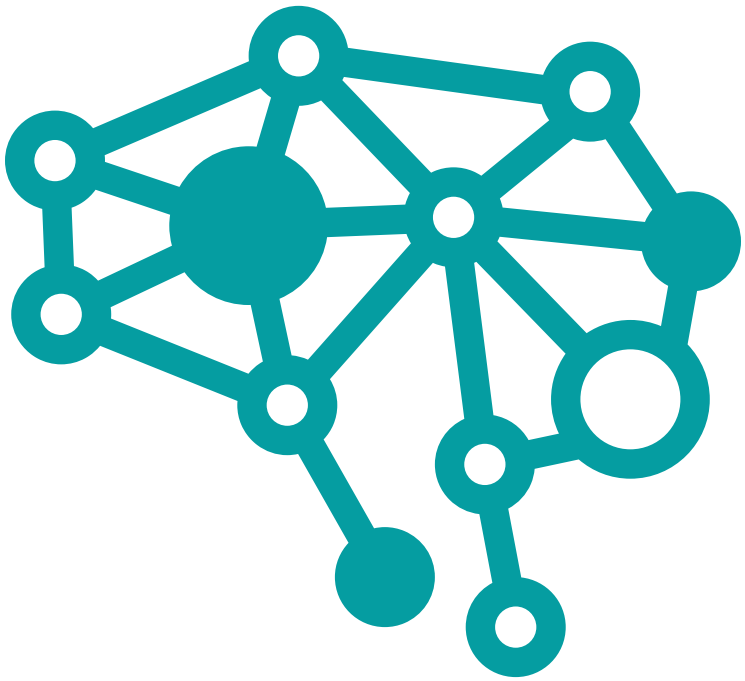
COURSE BREAKDOWN
Total Hours Per Day: 7.5
Lecture: 40%
Group Discussion: 35%
Breaks: 15%
Course Exams: 10%



Data Science for Business Leaders

Learn how to harness the power of data and collaborate with data professionals to uncover business value, drive decision making and solve problems. Understand how business leaders and data practitioners contribute at each stage of data projects, communicate, and partner more effectively. Ask better questions to gain powerful business insights and apply data toward crafting strategy.

COURSE OBJECTIVES

MAIN OBJECTIVE: Partner more effectively with data professionals to create value and translate their insights into business strategy

Learn best practices to develop and maintain a data-driven decision-making culture.

- Differentiate data roles and the skill sets and technology required for each during each phase of the Pragmatic Data Model
- Utilize the Pragmatic Data Model to guide business and data teams on how and when to collaborate and report on progress
- Articulate project requirements to the data science team

Leverage data to enhance the process of making business decisions.

- Identify data science constraints such as accuracy, over-fitting, computational performance and data team skill sets
- Create a build, buy or partner plan for data projects
- Utilize data to advocate for a specific business decision

Initiate meaningful data science projects that align to specific business metrics.

- Demonstrate how data-derived metrics enhance management's confidence in business decisions
- Use data to align individual department goals to foster the cross-fertilization of business intelligence

Identify common ethical and legal concerns and their relevance to business use cases.

- Identify the unique needs of legal and ethics regarding data science
- Learn how to address the unique challenges within data projects when there are no clearly established solutions

COURSE TOOLS AND TEMPLATES

Pragmatic courses are designed to be practical, actionable and high-impact. We provide a toolkit you can put into action immediately back at work.

- Data Glossary of Terms
- Data Team Members Glossary
- Demystifying Data Projects Guide
- Data Census
- Data Dictionary
- Data-Driven Cultural Analysis
- Pragmatic Data Model
- Data Project Evaluation Matrix
- Build Buy Partner Decision Tree
- Evaluating Data Visualizations

COURSE MODULES

01 **Data-Driven Culture**
Empower your team by putting data directly into the hands of your tactical experts. Gain tools to break down silos and advocate for data practices that permeate every area of your business.

02 **Initiating Data Projects**
Discover where and how to leverage business and data expertise in order to initiate data projects that drive business value. Develop a clear understanding of data project categories to align your ask, budget and expectations.

03 **Monitoring Data Projects**
Translate technology metrics into meaningful business metrics. Uncover and utilize levers within data projects to maximize results. Use a proven, repeatable approach across data projects and toolsets to deliver timely, actionable insights and strong return on investment.

04 **Legal and Ethical Concerns in Data Projects**
Identify the points during a data project where legal or ethical concerns may arise. Think critically about data projects through an ethical lens. Learn how to address the unique challenges within data projects when there are no clearly established solutions.

COURSE EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to the importance of data science in their organizations. Students are also required to participate in a lab exercise and successfully complete the course certification exam.