

# From data to insights

Short program

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## ABOUT

The impact of Data Science and Artificial Intelligence (AI) whether it be on the economy or on society as a whole, is now recognized by all. In order to best **negotiate the turn of the digital revolution**, companies are now obliged to adapt to a pace they have never experienced before while bypassing the myth surrounding AI.

## LEARNING OBJECTIVES

**Define the concept of Data Lake** ('Big Data') and critically assess its benefits and challenges.

Materialize key concepts in **Data Science & AI** by means of targeted hands-on sessions using state-of-the-art **software tools and platforms**.

Explore key **Data Science methodologies** and data visualization use cases and real examples.

## TARGET AUDIENCE

(Future) **Chief Data Officers** (CDOs), senior managers and **executives who are launching data initiative**.

Business intelligence (BI) and data managers, data engineers and data architects who want to **manage successful data-driven transformation**.

Data champions and executives in business lines (HR, Marketing, Operations, ...) who want to become more **data and analytics-savvy**.