The data-driven enterprise

Short program

EPFL

UNIL | Université de Lausanne
HEC Lausanne

University
of Lausanne

English

4 days

CHF 5'000.-

Dates online

ABOUT

The fourth industrial revolution is driven by smart, connected objects, and exploding amounts of data. In this new era where «data is the new oil», there is little value in «crude» data. But if crude data can be extracted, refined, and piped to where it can impact decisions, its value will soar.

This short program provides an overview of the data-driven enterprise – from business and technology perspectives. It introduces the fundamental logic of the data economy and business value creation through data-driven approaches. It illustrates key concepts in big data, data science and artificial intelligence (AI) by means of short hands-on sessions and real-world examples.

LEARNING OBJECTIVES

Assess the *impact of the data economy* on an enterprise/organization and define how data-driven approaches create business value.

Develop a data strategy and roadmap for the transformation towards a Data-Driven enterprise.

Identify *potential business use of Data Science* and Artificial Intelligence (AI) through key concepts.

TARGET AUDIENCE

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

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.*