

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.

This short program will decrypt the terminology intrinsic to Data Science and Artificial Intelligence and its basic and fundamental theoretical concepts. Participants will understand how these methodologies are employed in traditional Swiss companies.

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**.