

Course Content

Data strategy foundation

Description:

**Participants of this course will gain knowledge on the process of data science and translating business challenges into analytical use cases.*

A clear strategy is vital to the success of your investment in data and analytics. We help you develop the skills and learn to use the tools to successfully implement data science use cases in your organization. If your company wants to leverage data and AI then it is important to develop the skills to translate business challenges into analytical use cases. After this training you will know how to:

- successfully identify such use cases
- map these to the value chain and prioritize them
- define clear data goals and success criteria to assess a solution

During the workshop we will help you transform your ideas into viable use cases by starting with the customer and working our way back to the data. We will use a virtual blackboard to go through a number of exercises to co-create this data strategy. From this we will try to define a number of clear data goals and success criteria that need to be measured in order to assess the quality of your solution and/or questions which need to be answered prior.

Objectives:

After attending this training, you will:

- Obtain knowledge on the process of data science
- Learn how to translate business challenges into analytical use-cases
- Be able to define goals and success criteria to assess the quality of an analytics solution

Target Audience:

The intended audience is:

- Business managers
- Product managers
- Data and IT professionals

Course structure:

Part I	Estimated time	Topics
Introduction		
Data essentials	60 min	<ul style="list-style-type: none"> - Models and metrics - Data science process - Technical challenges

Strategy essentials	60 min	<ul style="list-style-type: none"> - Innovation strategy - Value propositions and cycles - Business challenges
Exercise	30 min per person	<ul style="list-style-type: none"> - Do it yourself: create a proposition
Total	1 x 2.5 hours	

Homework		<ul style="list-style-type: none"> - List value propositions
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Part 2	Estimated time	Topics
Workshop I	90 min	<ul style="list-style-type: none"> - Define goals in technical terms and define the success criteria.
Workshop II	90 min	<ul style="list-style-type: none"> - Review and filter proposition. Map and prioritize propositions
Total	3 x 1.5 hours	