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WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE

DATA ANALYTICS AND DECISION MAKING

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SHAPING
A BETTER
WORLD
SINCE 1845

QUEEN'S UNIVERSITY BELFAST | WILLIAM J. CLINTON LEADERSHIP INSTITUTE

DATA ANALYTICS AND DECISION MAKING

PROGRAMME DATES
March 2024

PROGRAMME FORMAT
On campus (face-to-face)/ 2 days

LOCATION
QUB campus, Belfast

LANGUAGE
English

PRICE
£1700
Payment options are available

WHO SHOULD ATTEND
- Small business owners, Mid-to senior-level managers who are in traditional leadership positions – of business units, functions, and products – who want to leverage the value in their data.
- Executives seeking to learn the basics of data management, analytics to confidently make better decisions.
- Business leaders responsible for driving the organisation for the future, seeking to champion innovation and growth in our highly dynamic environment.

OVERVIEW

Understanding and serving your customers better has become a key differentiator in today's fast paced, digital world. Volatility and the need to adapt quickly to our dynamic commercial environment has meant that the need for fast, effective decision making is a critical component for organisations who wish to thrive in today's world. To compete in today's world company's need to be data driven.

Data Analytics and Decision Making provides managers and leaders with insights into decision making and the opportunity to rethink core business strategies based on their organisation's resources and positioning in the market.

The programme will help executives better use data, understand what the numbers are revealing and identify where the results of those calculations may be falling short.

It will provide an overview of the data analytics methods, including descriptive analytics ("What happened?"), diagnostic analytics ("Why did this happen?"), predictive analytics ("What might happen in the future?") and prescriptive analytics ("What should we do next?"). It provides an array of tools and approaches to help executives analyse data and make decisions.

This impactful, two day programme will help managers better use data, understand what data analytics can achieve and what analytical results are revealing, and implement data-driven decision-making.

Through our exceptional online campus platform, will be able to access videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.

We shall give you the knowledge and tools to manage your data effectively for better decision making, understand and serve your customers better and gain a competitive edge.

You will have the opportunity to network with like-minded professionals and learn from your peers as well as industry experts and faculty.

Walk Away With The Skills To

- Understand the data analytics process
- Collect, evaluate and use data effectively
- Conduct basic data analytics using Excel
- Understand the outputs of data analytics
- Utilise the results of data analytics for better decision-making
- Forge a data-driven focus in your organisation

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WHO IS THIS PROGRAMME FOR

The programme is ideal for small business owners, managers and business leaders wishing to learn the basics of data analytics and walk away equipped with the ability and confidence to analyse data and make better decisions.

This programme benefits those from the science, technology, engineering and manufacturing sectors and managers from any industry who have regular experience working with data and wish to improve their data analytics skills. It incorporates exercises in prescriptive analytics such as excel and linear programming. Confidence in the use of excel is recommended.

This programme is essential for organisation's and executives keen to drive value from their data and wishing to gain the knowledge, expertise and tools to successfully innovate and differentiate from the competition.

PROGRAMME STRUCTURE AND CONTENT

DAY 1
Session 1   **Descriptive analytics**
Session 2   **Diagnostic analytics**

DAY 2
Session 1   **Predictive analytics**
Session 2   **Prescriptive analytics**

ON-CAMPUS

According to a survey of more than 1,000 senior executives conducted by PwC, highly data-driven organizations are three times more likely to report significant improvements in decision-making compared to those who rely less on data.

PROGRAMME FACULTY

PROFESSOR MIN ZHANG

Min Zhang is a Professor in Management at Queen's Management School. Professor Zhang is highly regarded as a specialist in the areas of Data and Business Analytics, Operations Management, Supply Chain Management and Innovation Management.
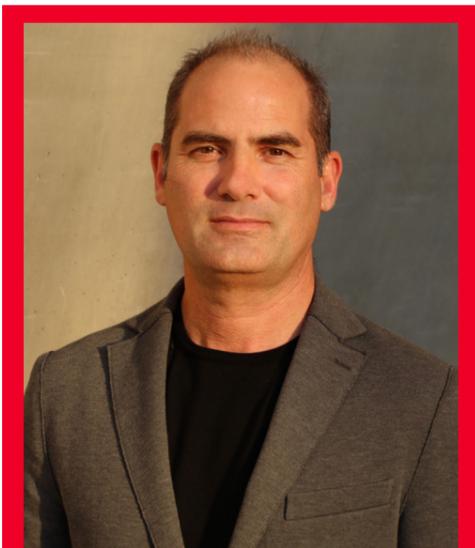
Min is particularly interested in university-industry collaborations and the transfer of academic research output to the benefit of the organisational environment and society. Min is passionate about adding value through innovation and empowering professionals to make informed knowledge based decision utilising measurable analytical tools. Professor Zhang leads our collaborative Intertrade Ireland Fusion programme.

Min was previously a Research Fellow (Operations Management) at the University of Nottingham and Lecturer and Senior Lecturer in Operations Management at the University of East Anglia. He gained his Ph.D. in Operations Management from The Chinese University of Hong Kong and Bachelor and Master degree from Nankai University.

EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, while addressing future work skills and workplace requirements, is to empower and develop leaders and future generations of leadership to create positive social and economic impact for a better world. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Management School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

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CONTACT US

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Business leaders today must prioritise and harness the value from data within their organizations to compete effectively in today's global marketplace.

Developed as part of our range of high calibre leadership and management programmes we are proud to offer you the opportunity to develop your future skills and workplace requirements for the digital economy. The Data Analytics and Decision Making programme offers you a comprehensive insight into the power of your own data and the knowledge and skills to leverage its potential. We hope you will find this programme interesting and we look forward to welcoming you in the near future.

Laith Dajani
Executive Director, CLI