

Advanced Analytics for Management

July 17-22, 2017

Objectives

Analytics means extensive use of data, statistical analysis, explanatory and predictive modeling, and fact-based management to derive decisions and actions.

Why analytics? Currently, companies competing in the same industry offer similar kind of products and use comparable technology. High performance business processes are thus the only places where companies can differentiate. Analytics help the organizations greatly in the pursuit of efficiency and effectiveness of their processes.

In its current form, the subject of analytics is cross-disciplinary with inputs coming from the subjects of statistics, computing and management. This programme will provide participants with an overview of the concepts and advanced techniques that are currently being used in business as well as a glimpse of some techniques that have high potential for use in the near future. The sessions will be application oriented with enough hands-on sessions to make the participants get a feel of the techniques.

Programme Fee : Rs. 1,40,000 (+15% service tax)

Faculty Chair : Prof. Arnab Kumar Laha

Last date for Early Bird Discount : June 27, 2017

Last date for receiving nominations : July 03, 2017

Programme Highlights

The following topics will be covered (but will not be limited to) in the programme:

- Clustering Techniques
- Classification Techniques
- Forecasting
- Text Mining
- Regression Modeling
- Text Mining
- Data Visualization
- Interactive Graphical Data Analysis
- Bayesian Data Analysis
- Analytics for Strategy Formulation
- Streaming Data Analysis
- Analytics for Strategy Formulation

Participants' Profile

This programme is intended for enabling practitioners, managers and decision-makers to use advanced analytics for better decision-making and to gain in-depth understanding of these concepts using hands-on technique(s) and by relating to business cases. The programme may also be of interest to participants from various analytics organizations to understand better the underlying concepts of these advanced techniques. An aptitude for quantitative modeling and some prior experience in use of analytics is desirable.

For programme brochure and more details, please contact:

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